



NEW YORK: The Market and Its Media

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Karl A. Zollner



MARKETING WORK FILE

Another new marketing aid from STEEL . . . the most complete, single source of metalworking information ever made available by an industrial publisher. Puts at your fingertips all basic market data you need for more effective, shirt-sleeve marketing to metalworking. Available now from your STEEL Representative.

William L. Poland



METALWORKING MARKET COUNSEL

Another new marketing service from STEEL. STEEL SALESMEN GO TO SCHOOL . . . take marketing courses prepared by instructors of New York University's Graduate School of Business. Contact with STEEL Research, STEEL Editors, STEEL Readers . . . makes them metalworking market specialists.

Calvin Fisher, Jr.



USERSHIP REPORTS

Another new advertising aid from STEEL . . . definitive measurement of advertising effectiveness that goes beyond inquiries and readership scores. Reports relate to both advertising and editorial . . . in-depth case studies of user-ship in action. Your STEEL Representative has the complete package now.

Edward L. Frank



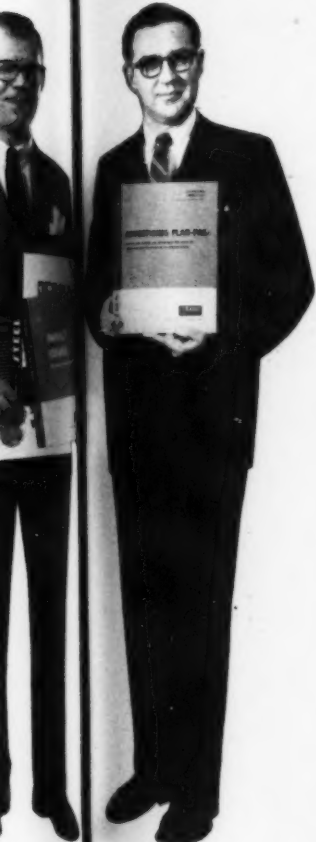
IMPACT PROGRAM

Another editorial innovation from STEEL! September 1960 . . . STEEL breaks new ground with an issue devoted to the Import Problem. January 2, 1961 . . . STEEL follows up with People Power. April 17, 1961 . . . STEEL concentrates on Price Fixing. Result? Response rate to new level of excitement. Ask for details.

expect new ideas

L. Franke

James K. Gilliam



Watch this space
next month for another
new idea from STEEL.

IMPACT PRESENTATION AIDS

editorial innovation... another new advertising aid
L! September... STEEL! Practical data
STEEL breaks... help you prove to your
an issue develop... or your management
ort Problem... and salesforce... the need
1961... STEEL... adequate advertising to
with People Power... metalworking. Up-to-date
1961... STEEL... market statistics... plus
s on Price Figures... work to use in flip board
? Response rates... slidefilm presentations.
el of excitement... back your STEEL Repre-
sents... native.



BPA

start from

STEEL

The Metalworking Weekly

A PENTON PUBLICATION

CRANE CO.

found that,
in the newsweekly field,
NEWSWEEK REACHES
ITS CUSTOMERS
AND PROSPECTS
MOST EFFICIENTLY!



Crane Co., in cooperation with Newsweek, recently conducted its own marketing and readership study. Crane selected its own sample of customers and prospects. The results, shown at right, prove once again that, among the newsweeklies, Newsweek is the most efficient at reaching *the people who buy!*

CRANE CO., 1,063 CUSTOMERS AND PROSPECTS		
based on current black-and-white page rates	% COVERAGE	COST PER MENTION
NEWSWEEK	39.1	\$18.79
U. S. NEWS & WORLD REPORT	21.0	28.45
TIME	42.9	31.36

Newsweek . . . by industry's own measurements . . . the most efficient newsweekly

SPECTS

OST PR
ENTION

18.79

28.45

31.36

ly

ape, June 19

x

ECTS

PER
CON

79

45

36

MEMO TO MEDIA:

Finding the Advertising Buyer

It's no secret that advertising buyers are a particularly difficult group of people to isolate and reach with any degree of consistency.

Latest confirmation comes from a survey made for one of the larger shelter magazines. It reports--in part--that 10% of a sample of advertising buyer names selected from the magazine's most up-to-date advertiser company prospect lists were no longer with the company. In the same sample, 50% no longer had anything to do with the selection of specific magazines. Among advertising agencies, 8% of the advertising buyers sampled were no longer with the agency and 37% had nothing to do with the selection of specific magazines.

Yet Media/scope month after month consistently reaches an audience concentrated 90% or better among people who buy or influence the purchase of advertising. How is this possible?

First, Media/scope is the only publication that covers all media exclusively--print, broadcast, outdoor, transportation, direct mail, etc. It is the only publication editorially concentrated entirely on matters of concern only to those who buy or influence the buying of advertising. Thus it attracts readers who are in this category.

Second, Media/scope refuses subscriptions to those persons outside the advertising buying area such as those in production and graphic arts. This insures in the primary area of Media/scope's circulation the presence of people who can benefit most from Media/scope's editorial and advertising--people in advertiser companies and in agencies who actually buy advertising. It also insures advertising rates efficiently based on effective circulation.

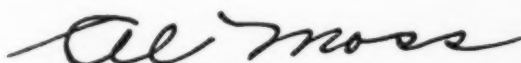
Finally, under BPA Audit, all of Media/scope's advertising agency circulation is paid while its advertiser company circulation consists of both paid subscriptions and a fixed controlled list. This list--drawn from selected lists of leading U. S. national advertisers representing business and industry--is constantly refined in Media/scope's Circulation Department by elimination of non-effective names. Company names are personalized. Actual names of individuals--advertising managers, advertising directors, sales managers, etc.--are kept current through

(Over)

such sources as Poor's Directory, Standard Advertising Register, NIAR, Wall Street Journal, New York Times and Chicago Tribune*. At the same time--in accordance with its original plan--Media/scope continues to convert its entire circulation to paid. The result: The latest BPA Report shows Media/scope's circulation to be 92.8% effective in reaching its target audience.

If you have space, time or a media-buying service to sell, take advantage of this unique ability to find advertising buyers and reach them consistently through Media/scope's pages.

Cordially,



A. W. Moss
Assistant Publisher

* A complete agency and advertiser-manufacturer subscriber list broken down by name and company according to Standard Industrial Classification is maintained. Any Media/scope representative will be glad to show it to you.

(This insert appears only in those copies going to our complimentary list.)

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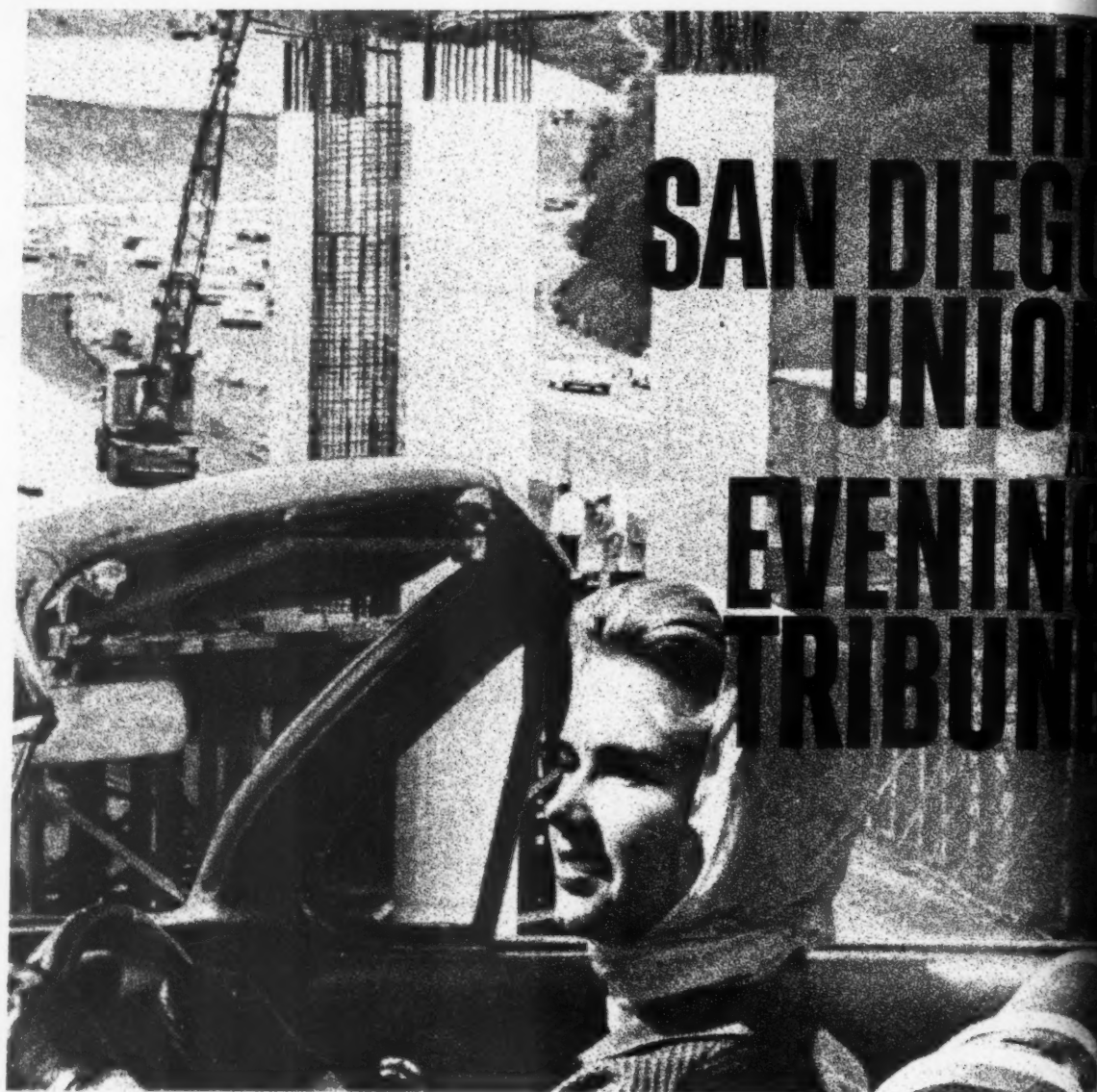
SUBSCRIPTION RATES AND QUALIFICATIONS

For qualified people in media-buying in U. S., its Possessions and Canada: \$3 a year, \$5 two years, \$7 three years. All other countries \$6 a year, \$10 two years.

For people outside the media-buying function (publishers, time and space salesmen, associations, research organizations, etc.) in U. S., its Possessions, Canada: \$7.50 a year. All other countries \$10 a year. Subscription orders must show name and title of individual, name of company, and nature of company's business. Publisher reserves right to refuse non-qualified subscriptions.

Media/scope is published exclusively for those people with advertiser companies and advertising agencies engaged in or contributing to the media-buying function.

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NEWSPAPERS THAT MEAN BUSINESS IN SAN DIEGO

Construction and improvement of state highways within San Diego County will total an estimated \$43 million* this fiscal year, another indication of San Diego's expanding economy. Reach this fast-moving market through **The San Diego Union** and **Evening Tribune**. Combined daily circulation exceeds 200,000 (228,437 ABC 9/30/60).

* Economic Research Department, Union-Tribune Publishing Co.

The San Diego Union | **EVENING TRIBUNE**

"The Ring of Truth"  **Copley Newspapers**

COPLEY NEWSPAPERS: 15 Hometown Daily Newspapers covering San Diego, California—Greater Los Angeles—Springfield, Illinois—and Northern Illinois. Served by the Copley Washington Bureau and The Copley News Service. REPRESENTED NATIONALLY BY NELSON ROBERTS & ASSOCIATES, INC.



sales manager or design engineer?

READ 33

READERSHIP OF YOUR MESSAGE BY
DESIGN ENGINEERS IS WHAT YOU
WANT, AND GET IN MACHINE DESIGN.

He's a sales manager . . . accustomed to competitive pressure which puts on the "squeeze". To be successful he must keep ahead in *many* areas . . . selling, merchandising, packaging, pricing, market analysis . . . all the while chasing higher sales goals. Nor can the design engineer afford a one-track mind. He must design a better product, find a better component or material or finish, deliver more value at less cost . . . all the while fighting close production deadlines. To make the grade in either field demands keeping ahead in *all* areas. The design engineer does it by reading MACHINE DESIGN, the magazine that serves the *total* spectrum of his needs and problems. How do you?

A Penton Publication, Penton Building, Cleveland 13, Ohio

BPA
AD

MACHINE

DESIGN

MORE
EDITORIAL
AWARDS

MORE
READERSHIP

MORE
ADVERTISING
PAGES

MORE
READER
RESPONSE

MORE
EFFECTIVE
CIRCULATION

MORE
MARKETING
AIDS

Ladies' Home Journal announces a new Regional Edition Marketing Plan



7 regional editions based on standard marketing areas offer penetration, flexibility, measurability. Starting with the October issue, Ladies' Home Journal advertisers will be able to choose from seven new regional editions. ■ Now you can buy whatever combination you want to fit your marketing objectives. Use this plan to support a regional brand. To supplement TV coverage. To launch a test product. What's more, you buy just what you need—no more, no less. ■ And note this: The seven new Journal editions virtually match existing auditing areas. This means all measurements can be made quickly and economically. ■ For complete details and regional rates, contact your Journal representative today. **WHEN THE JOURNAL SPEAKS — WOMEN LISTEN**



MEDIA/SCOPE

Serving the buyers of advertising
Published monthly by
Standard Rate & Data Service, Inc.



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From the publisher's notebook



That Contributed - vs. - Staff Ratio

How much of the editorial content of a business publication should be staff written, how much contributed by outside writers? This question is asked frequently by media evaluators seeking standards of measurement of the intangible qualities of business media. I agree that the answer to this question can shed some light on the nature of a particular publication, but take issue with the suggestion that there can be any fixed ratio of staff and contributed material that is the ideal ratio.

Within any business publication field where there is competition, you will find editors seeking to produce very different services. The extent to which different editors make use of contributions from outside their own organizations may reflect the nature of difference in these services. But by the very fact that it does reflect a purposeful and planned difference, the ratio of staff vs. contributed should not be used as a relative measure of value. Rather, it differentiates editorial purposes.

This is true in our field, and in our own magazine. MEDIA/SCOPE is made up about half and half of contributed and staff-written material.

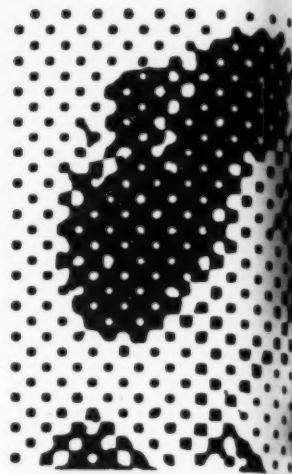
By publishing contributed pieces, we are able to bring to our readers the voices of special experience. These voices are sometimes raised in controversy over such complicated matters as possible reader confusion in readership studies, as was done in the last issue in the enlightening debate-in-print between Willard R. Simmons and Sherwood Dodge. Sometimes the experts are presenting important research into advertising effectiveness, as was done by Dr. Daniel Starch in his much-quoted "Analysis of 12 Million Inquiries." We and our readers are indebted to these contributors and to the many others who are constantly working with us to advance knowledge and understanding in our field.

But staff-written material is also very important. We publish studies in depth prepared by members of our staff that are of a nature that only they can do. For one simple reason, nobody else could ever devote the required time to them. Two pieces of this kind appear elsewhere in this issue. One is a report on the use of color in newspaper advertising that was researched and written by associate editor George Swisshelm. The other is a report in depth on "New York: The Market and Its Media" by associate editor Ephraim Lewis. It took each more than a month of solid work to gather the source material needed, interpret it, and organize the material into the convenient form in which it is published here.

This combination of contributed and staff material characterizes MEDIA/SCOPE. And the high readership which both kinds of articles receive suggests that is a good formula for our readers.

Walter E. Botthof

Now! A clear cut
image emerges of
the real reader of
TODAY'S HEALTH



*Married Woman
*34-44 Years Old

Today's Health reaches her effectively through proven

PERSUASION

New Research answers media buyers' own questions. The complete analysis reveals a valuable readership, dominated by healthy, active, able-to-buy homemakers. Most importantly, this research shows that Today's Health exerts a unique influencing force on this desirable marketing target.

This activating force is *Persuasion Power!* It's produced by the documented fact that advertising

in Today's Health is (1) read, (2) read over, and above all (3) believed and trusted. To add low cost per thousand and an exclusive reception-room circulation in the millions. We agree Today's Health can be a potent addition to your print media schedule. See all the documentation before you make your next recommendation. Call today for complete information.

***Unequaled ability to move people**

Monte Brown
535 North Dearborn Street
Chicago 10, Illinois
WHitehall 4-1500

Charles Lauer
475 Fifth Avenue
New York 17, New York
ORegon 9-9383

Whaley-Simpson Co.
6608 Selma Avenue
Los Angeles 28, California
HOLlywood 4-7157



good health
in Urban Area



*Housewife and mother
*Growing children



*Above average income
*Above average education

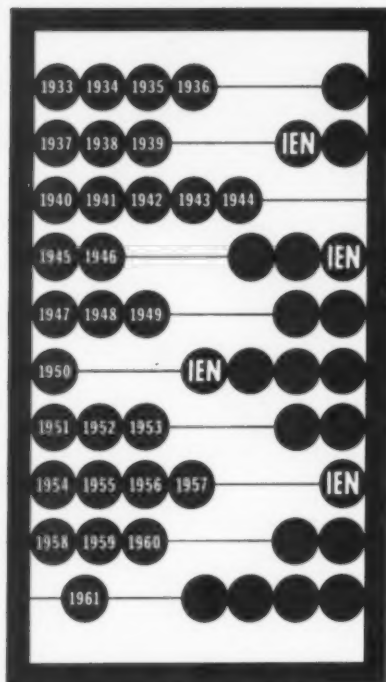


Today's Health

Published by the American Medical Association

Simpson Co.
Montgomery Bldg.
San Francisco 11, California
Order 1-4583

June 1961



IT FIGURES

If you've been doing something for 28 years—and doing it well—that experience is something of value to a lot of people. Take **INDUSTRIAL EQUIPMENT NEWS**, for example. It's been around for 28 years as the authoritative voice of product news for all industries. As a matter of fact, IEN originated the field of product news publishing.

Since its inception, IEN has more than justified its stature as a printed "market locator" for all types of industrial products. Down through the years it's been provably helpful in finding new buyers for products and keeping regular buyers sold.

What with the rising tide of new products and the growing saturation of markets for established products, there is an urgent need for practical, low-cost marketing tools. And that's where IEN can serve you. After all, that's been our experience for the past 28 years.

Get the complete details on the IEN story? Send for our Media Data File—it's free.



INDUSTRIAL EQUIPMENT NEWS

Product Information Headquarters
461 Eighth Avenue, New York 1, N.Y., OXford 3-0500



Trade Talk



Dave W. Sharp

Big Break . . . One of the most discussed topics in advertiser, agency, and media circles today is the establishment of longer station-break time in network television prime time periods. With its affiliates demanding more prime spot time to sell, the ABC network made its announcement of intention to extend commercial time in such a smooth fashion that the meaning of it didn't seem to sink in until a couple of weeks later. While television advertisers and their agencies alike at first loudly complained about a reduction in program time (and without rate adjustment), they continued buying the time they wanted nevertheless.

Hear Ye . . . Recently, John Veronis, vice president and advertising director of *American Home*, took advantage of an opportunity given him at an AFA district convention to discuss the fine attributes of media salesmen. After stating that they must "keep stretching their minds simply to keep pace with new products, campaigns, and marketing strategy," he remarked, "I know of no other business which affords one so many opportunities for mental gymnastics." While everybody who has enjoyed doing business with Mr. Veronis knows his true intention, they nevertheless feel that in his enthusiasm to give his boys deserved credit he forgot to mention advertising's outstanding mental acrobats—media buyers.

Sharp Talk . . . Many of those who attended the awards luncheon sponsored by Associated Business Publications were rather perplexed by the criticism handed industrial advertisers by Jay M. Sharp, manager of general advertising of Aluminum Corporation of America. Mr. Sharp

now serves as board chairman of the Association of Industrial Advertisers. He criticized the small amount of effort and money that goes into preparation of industrial ads. He compared large sums spent on consumer ads with a "\$25 wash drawing and a \$15 layout" for an advertisement in industrial publications. Anybody who has been in advertising any length of time certainly knows that ABP and media departments long ago won the battle of industrial ad quality. It was ironic that Mr. Sharp made his remarks on the occasion of presenting the awards which, since they were established, have probably been somewhat responsible for today's high-quality industrial ads.

Long Blast . . . Joseph J. Hartigan, senior vice president and vice chairman of Campbell-Ewald, sounded off against newspaper discount plans before a group of publishers during the ANPA convention. While there is no doubt that some of the plans are complicated and confusing, some of those listening to Mr. Hartigan were rather surprised at things the veteran media buyer said. He seemed to ignore the fact that advertisers and their agencies have been clamoring for sliding-scale discounts for years. He really went off the deep end in asserting that discount plan expansions would reduce media buying to the assignment of data to IBM machines. But no one certainly could take issue with him being irate about someone, or a group, working 10 days to figure the cost of a schedule resulting in a saving of \$2.49. This is especially perplexing when you realize that the cost of a 12-week, 300-line campaign in only the Louisville, Ky., newspapers can be figured in 25 seconds and shows a saving of \$129.60.

Average No. vehicles
per for-hire
carrier

126

Average No. trailers
per for-hire
carrier

67

Average No. power
units per for-hire
carrier

59

Subscribers
maintaining
repair shops

77%

Subscribers
participating
in purchases

79%

ONLY TRANSPORT TOPICS
(published every Monday)
has the necessary frequency
to build up sales impact
quickly—and keep it up!

Highest percentage of
renewals 82.77

Highest annual subscription
rate \$10.00

87% of subscriptions are for
less than two years

90% of subscription orders
mailed direct to publisher

ADVERTISERS FOR THE PAST SIX YEARS
APPEAR IN BRAD-VERN'S '61 BLUE BOOK

26th year of publication!

Transport Topics

Published weekly by American Trucking Associations, Inc.

**HAS THE SPACE-AGE ANSWERS
FOR SCIENTIFIC SPACE BUYING**

22302203401111844210221										M2-1										11113411									
TRAILERS	PASS CARS	NUMBER OF EMPLOYEES	TYPE OF BUSINESS	CLASS	INDUSTRY	TYPE OF BUSINESS	CLASS	INDUSTRY	TYPE OF BUSINESS	CLASS	INDUSTRY	TYPE OF BUSINESS	CLASS	INDUSTRY	TYPE OF BUSINESS	CLASS	INDUSTRY	TYPE OF BUSINESS	CLASS	INDUSTRY	TYPE OF BUSINESS	CLASS	INDUSTRY	TYPE OF BUSINESS	CLASS	INDUSTRY	TYPE OF BUSINESS	CLASS	INDUSTRY
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Electronic data processing equipment
now speeds TRANSPORT TOPICS mar-
ket information into the hands of truck
fleet advertisers. It's fast, accurate
and current—the result of a continu-
ing survey of TRANSPORT TOPICS'
21,960 A.B.C. net paid subscribers.
You know exactly what you are cover-
ing when you purchase "market cov-
erage" in TRANSPORT TOPICS—a
quality market with quality circulation.

COPY OF PAPER AIR MAILED ON REQUEST.

Transport Topics



National Newspaper of the Motor Freight Carriers

1616 P Street, N. W., Washington 6, D. C.



Dimension of emotional environment?

It's considerable for **SUCCESSFUL FARMING** subscribers—averages more than 300 acres. If you farm 300 acres, at today's land values, current costs and farm prices, your emotional environment is large enough to include a subscription to **SUCCESSFUL FARMING**, to help you stay solvent!

Farm technology is changing as fast as missile guidance or Paris fashions, and what you don't know this year may lose your shirt next year! For the volume producer of corn, wheat, hogs and cattle,

SF is management consultant, operations guide, marketing forecaster. It is invaluable to his planning for crops apportionment, pest control, power applications, barn mechanization, fertilizer applications, animal breeding and feeding. He doesn't read it—he studies it, clips it, files it, refers to it again and again. **SUCCESSFUL FARMING** contributes importantly to his production, profits, and success. It is his emotional environment!

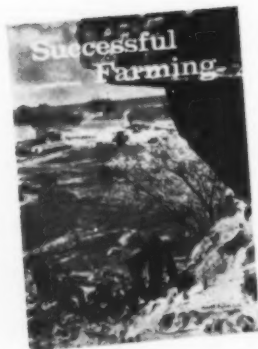
His wife, who knows far more about his business than your wife does about yours, finds SF of interest—helpful in her work routines, planning, meals, entertainment, and home furnishings.

SF has been helping the country's best farm families earn more, live better for fifty-nine years; and has won an influence reflected in extraordinarily high readership, and a warmer reception and response for the advertising in its pages.

SF subscribers' earnings are big, have exceeded the average national cash farm incomes by about 70% for the past decade. They are one of the best class markets.

If you want your advertising to produce more, put it in **SUCCESSFUL FARMING**. Ask any SF office about the new opportunities in its twelve State and Regional Editions.

SUCCESSFUL FARMING . . . Des Moines, New York, Chicago, Atlanta, Boston, Cleveland, Detroit, Los Angeles, Minneapolis, Philadelphia, St. Louis, San Francisco.



Last year...

3,918,983 letters,

phone calls and visits
from readers were received by the
NEW YORK NEWS!

Reader Response SCORECARD

670,000 bought Fashion
Patterns & Books, Needlework Patterns
and Designer Dollar Patterns.

1,069,000 entered
The News Football Consensus.

806,000 contacted
The News Information Bureau.

37,000 wrote to the Editor.

65,000 made Food Inquiries.

247,986 sent entries
in The News World Series Contest.

113,725 contributed to News
Features, "Bright Sayings", "Voice
of the People", "Household Helps",
"Inquiring Photographer", "Embarrassing
Moments", "Real Life Stories".

86,272 asked about
Interior Decorations.

83,175 queried "Correct Thing".

78,000 sent photos to the
Beautiful Child Contest.

135,000 attended
News-sponsored events.

Here is dramatic evidence that The News has the most responsive audience in the world.

Here is a newspaper that provokes thought, stimulates action, elicits reader response in numbers unmatched by any other newspaper in the country. By mail, by phone and in person, News readers by the millions contacted their favorite newspaper. They mailed in money for patterns, cook books, weather almanacs and income tax books . . . bought tickets to News-sponsored events . . . flocked to The News Information Bureau for help on a score of subjects, and wrote thousands of letters to the Editors for insertion in The News itself.

Here is tangible proof that News readers respond enthusiastically to News features and services. And market-wise Advertisers know they respond just as eagerly to the advertising columns, which is one big reason why
**FOR 30 CONSECUTIVE YEARS THE NEWS LED ALL
NEW YORK NEWSPAPERS IN RETAIL ADVERTISING!**

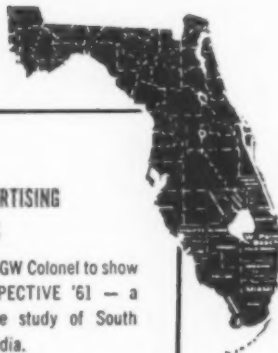
THE NEWS
NEW YORK'S PICTURE NEWSPAPER

*More than TWICE the circulation, daily and
Sunday, of any other newspaper in America.*



MEDIA AND ADVERTISING PLANNERS

Ask your PGW Colonel to show you PERSPECTIVE '61 — a quantitative study of South Florida media.



It takes four newspapers . . . or nine radio stations . . . or the five top national magazines . . . or two other television stations . . . to equal the intensity of daily penetration which WTVJ-Television alone delivers to its hundreds of advertisers. Consider this significant fact the next time you think of advertising in South Florida.

WTVJ

South Florida's Largest Daily Circulation
A Wometco Enterprises, Inc. Station



TELEVISION IN
SOUTH FLORIDA

REPRESENTED NATIONALLY BY PETERS, GRIFFIN, WOODWARD, INC.



Letters from Readers

QUESTION OF FRANCHISE CIRCULATION

I shuddered when I read the letter by George M. Kohn, Jr. (general manager of *Grier's Almanac*) on page 19 of your May issue. The reason we registered franchise circulation, and the reason we police its use so rigorously is epitomized in Mr. Kohn's letter. Handing out free literature in drug stores is not franchise circulation, or anything even remotely approaching it.

N. N. GOODMAN, JR.
Vice president, The Industrial Publishing Corporation, Cleveland.

Mr. Kohn, in describing his publication's claim to franchise circulation, wrote: "There are about 40 wholesale drug companies who buy the book from me, along with four large feed mills. These books are imprinted with their names, and they pass them along to small drug and feed stores for final free distribution to the readers."

In his letter to *MEDIA/SCOPE*, Mr. Goodman inclosed a copy of a letter to Mr. Kohn, in which he stated: "It bears no resemblance to franchise circulation. It contains none of the attributes which are the heart of franchise circulation: (1) The publisher controls the mailing list; (2) Magazines are mailed directly to specific readers. Distributing imprinted literature free in retail outlets is no more franchise circulation than is handing out free telephone books."

THE EDITOR

MEDIA/FILE

We have received our copy of the *Media/File*, and are immensely enthusiastic about it. It brings together in already-labeled file folders some of the best articles from *MEDIA/SCOPE*. We will keep *Media/File* in the regular library file, and will add to it from the magazine.

FRANCES BUTLER
Librarian, Caldwell, Larkin & Sidener-Van Riper, Indianapolis.

INDUSTRIAL MEDIA SELECTION

We wish to compliment Robert C. [unclear] for his excellent four-part series on "Procedures in Media Selection for an Industrial Client."

R. L. FAY
Western Advertising, Shell Chemical Company, San Francisco.

CONFUSION OF READERS

Mr. Sherwood Dodge "fears" that I am "confused about confusion" that respondents have concerning which ads they remember seeing when reading a magazine issue ("Dodge and Simmons Debate Recognition and Exposure," *MEDIA/SCOPE*, May). Certainly, no one who has observed how many respondents will mistakenly claim recognition of ads that were not in an issue they read only three days ago can retain any illusion—or "confusion"—on that point. What is "confused" is Mr. Dodge's interpretation of the meaning of ad recognition scores in the face of the fact that the vast majority of respondents simply do not know which ads they saw when reading an issue. Where respondents themselves do not know the correct answers to factual questions, Mr. Dodge must forgive my skepticism as to whether anyone can interpret the incorrect answer he gives instead.

What is most important, of course, is to avoid confusing the real issue involved here. To use Mr. Dodge's analogy, if 35 per cent of a magazine's readers claimed to recognize an ad after reading and if 20 per cent of the readers claim to recognize the ad before reading the issue containing it, we are left with the inescapable fact that 15 per cent of the magazine's audience claims to recognize the ad *because* and only *because* of their reading, no more, no less. Nothing Mr. Dodge has said can alter this elementary arithmetic. I certainly did not draw the conclusion, however, that Mr. Dodge has attributed to me "that real recognition of the ad would be equal to the difference between the recognition scores before and after issue reading, or 15 per cent." On the contrary, I specifically pointed out that any "memorable perception" resulting from exposure to an ad is necessarily *incremental* in nature: it represents an addition to the "recognition" caused by previous exposures to the same or similar ads or promotions that have appeared elsewhere.

The difference of 15 per cent between the correct and the mistaken
(Continued on page 17)



To move merchandise in Erie, Pa., only The Erie Times & News will do.

No other newspaper or combination of newspapers makes a dent in this dynamic market. The Erie Times & News, on the other hand, provide true saturation coverage.

DAILY CIRCULATION ERIE COUNTY		
Buffalo—	Courier-Express	246
	News	48
Cleveland—	Plain Dealer	354
	Press & News	66
Pittsburgh—	Post Gazette	470
	Press	147
		Total 1,331
		ERIE TIMES & NEWS 72,680
		Households 73,800

Sources: Circulation—1960 ABC Audits.
Households—1961 Sales Management.

Key regional food chains are among those who clearly recognize this truth. Though buying and warehousing out of Buffalo or Youngstown, they advertise in Erie to sell Erie.

In fact, so heavy is their advertising investment, and that of others like them, that The Erie Times & News carry more retail grocers' lineage than any other Pennsylvania newspapers measured by Media Records.*

Obviously, The Erie Times & News are a *must* for national advertisers, too.

* 1960 seven-day total: lineage of morning or evening edition, whichever is larger, plus Sunday.

LOOKING FOR A NEW PLANT SITE?

Write Erie Chamber of Commerce for detailed brochure on Erie Industrial Park: 225-acre, centrally-located plot offering ideal water, rail, highway transportation; proximity to major markets; skilled labor.

The Erie Times *evening*

The Erie News *morning*

The Erie Times-News *Sunday*

Represented by The Katz Agency, Inc.

Local TV Program Exercises Prerogative, Gets Syndicated

"It's so much easier to exercise when you have company," wrote one active member of the growing Debbie Drake audience—and thereby hangs the tale of a local success that became international. Debbie, a physical fitness expert who preaches what she practices, *provides* good company. For 15 minutes a day her intensely participating audience does knee bends, scissor kicks and assorted dips, twists and turns at home—with Debbie's television supervision.

The first Debbie Drake show was produced at WISH-TV, Corinthian's Indianapolis station, in January, 1960. It was an overnight, overweight success. Syndicated, Debbie is now dishing out calorie counsel and beauty tips in 56 U. S. markets—and overseas. She has been featured in *TV Guide*, *Parade*, the *New York Sunday News*, and other publications. "To Tell the Truth" and "What's My Line" enjoyed visits. *Esquire* is quoting her advice in a book on exercise and diet. Her syndicated newspaper column starts this fall.

Living, breathing, beautiful proof of the merits of exercise and wholesome diet, Debbie is also proof of Corinthian's belief in the merits of local programming, the encouragement and provision of facilities for local talent in all our markets. In Debbie's case, we didn't start out to build a syndicated show; we just wanted a well-rounded local program. Things got nicely out of hand.



Responsibility in Broadcasting

THE CORINTHIAN



(Continued from page 15)

claims of recognition is a measure of this increment and nothing more—the increment of retained perception added because of inserting the ad in the issue. Dr. Lucas' ingenious formula provides an approximation (about 19 per cent in Mr. Dodge's example) which includes an allowance for the fact that an equal proportion of the "confused" respondents may also see and remember the ad. Perhaps even a larger proportion may remember the ad, leading to a score of as much as 21 per cent.

The important issue, however, does not lie between the use of our direct measure of the increment of 15 per cent or the Lucas adjustment of 19 percent, or even the hypothetical 21 per cent. The real issue involves Mr. Dodge's interpretation of the 35 per cent claimed recognition score even though more than half of them (20 per cent in his example) are mistaken claims of recognition.

Mr. Dodge states that in his original article he "was concerned only with the relation between exposure and recognition." I am concerned only that his analysis does not show this relationship, but only the relationship between *exposures* and *claimed ad recognition scores*, more than half of which are incorrect.

Mr. Dodge feels that the increment of 15 per cent is damaging to magazines. I heartily agree that any possible use of the *increment of retained perception*—with or without the Lucas adjustment—to devalue magazines in relation to competing media would be manifestly unfair and invalid, since no competing medium has provided similar measures for itself. The number who remember an ad because of reading a magazine must inevitably be smaller than the number who see the ad. Unfortunately, if research is ever to progress from measures of "opportunity" in terms of exposures to ads and provide advertisers with *measures of consequences* in terms of "memorable perception," some medium must be willing to lead off with more modest, realistic and pertinent measures even at the risk of some unfair misuse of its findings against itself. There is room for many a slip between exposure opportunities and remembered ad perceptions.

W. R. SIMMONS

President, W. R. Simmons & Associates Research, Inc.

ESSENTIAL PUBLICATION

MEDIA/SCOPE has achieved a position as one of the most essential publications devoted to the business of advertising.

WALTER SEILER

President, The Cramer-Krasselt Co., Milwaukee.

PRACTICES WHAT IT PREACHES

On page 11 of the April issue of MEDIA/SCOPE, in your "Scope on Media" section, you stated:

"Another industrial advertising man points out that while new car sales didn't really start to drop until the fall of 1960, the rush to compacts meant less steel and less glass, long before that. Heavy appliance sales began slipping as early as the latter part of 1959. Of course, business publications serving the affected industries have suffered losses."

I'm sure that the statement that business publications serving the affected industries have suffered losses in advertising pages is generally true. I would, however, like to point out that our publication, *Metal Products Manufacturing*, which is in its eighteenth year of serving the manufacturers of appliances, has not suffered a loss in advertising pages. On the contrary, *MPM* has had an increase in advertising pages. Following a gain of 139 pages in advertising space for the two-years' period 1959 and 1960, *MPM* had a further increase of 32 pages for the first quarter of 1961.

I believe this increase in advertising pages in *MPM* is a result of three things. A constantly improved publication from a standpoint of format and editorial content; increased sales effort; increased advertising.

I'm sure that most publications try to sell the idea that companies should increase their sales and advertising in the face of stiff competition and a declining market. We practiced what we preach by adding two new salesmen during the last half of 1960, and increasing our advertising budget to an all-time high for our publication, in the face of stiffer competition and a decline in business in the appliance industry. I believe the record speaks for itself as to the value of increasing sales and advertising.

DANA CHASE, JR.

Vice president, *Metal Products Manufacturing*, Elmhurst, Ill. ■

KOTV

TULSA

KHOU-TV

HOUSTON

KXTV

SACRAMENTO

WANE-TV

FORT WAYNE

WISH-TV

INDIANAPOLIS

WANE-AM

FORT WAYNE

WISH-AM

INDIANAPOLIS

presented by H-R

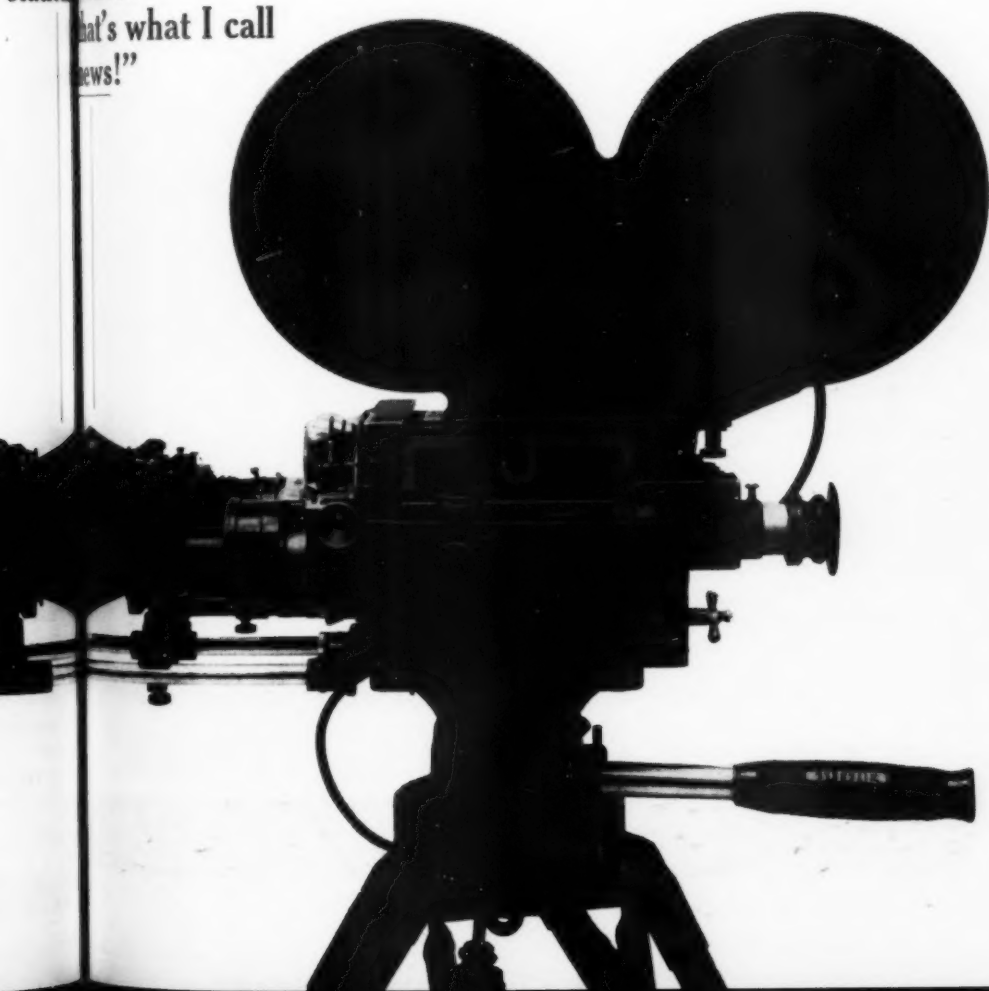
RELATIONS

“Wow
Viewers spend
total 23 million hours
each week
watching news
on the five CBS Owned
television stations.
In fact
42% of the total
television news audience
in the five markets
gets the news
from the CBS Owned
television stations. Man...

What's v
news!



"Wow
spend
n hour
ch week
ng new
Owner
stations
In fact
the total
audience
markets
he new
S Owner
station...
...that's what I call
news!"



**© CBS
TELEVISION
STATIONS**

A Division of Columbia
Broadcasting System, Inc.
Operating
WCBS-TV New York
KNXT Los Angeles
WBBM-TV Chicago
WCAU-TV Philadelphia
KMOX-TV St. Louis
(all represented by
CBS Television Spot Sales)

current facts about the



1/2 BILLION DOLLAR NORTHEASTERN MICHIGAN MARKET

Here are two important factors to consider if you have a sales problem in Michigan.

Many analysts consider the above 18 county area, with Bay City the gateway, as a **ONE MARKET TARGET** due to the economic ties of the counties and the dominant role Bay City plays as the single large city of the area . . . an expanding area which produced \$502 million in retail sales during 1960.

The Bay City Times is the one effective advertising media providing **SALES POWER** for the entire area . . . reaching 9 out of every 10 homes in Bay County and 3 1/2 out of 10 homes in all of Northeastern Michigan.

Whether you're interested in product testing . . . utilizing the impact of spot color . . . or simply covering your market effectively and economically, The Times is your best buy in Northeastern Michigan.

BAY CITY: The Seaway port of Northeastern Michigan

THE RETAIL SALES PICTURE IN NORTHEASTERN MICHIGAN

	Bay County	18-County Area
†Effective Buying Income	\$186,651,000	\$588,190,000
*Retail Sales	154,740,617	502,729,124
*Food Sales	44,654,133	160,406,100
*Apparel	7,281,467	14,655,766
*Building and Lumber	10,588,033	43,713,366
*Specialty	9,473,833	27,174,233
*General Merchandise	14,159,800	38,487,566
*Automotive	34,715,700	136,534,100
*Furniture	7,911,700	17,423,700

†SM Survey of Buying Power, 7/10/60.

*Michigan Dept. of Revenue 1960 Bulletins.

Write for your free copy of complete 18-county sales breakdown for 1960.

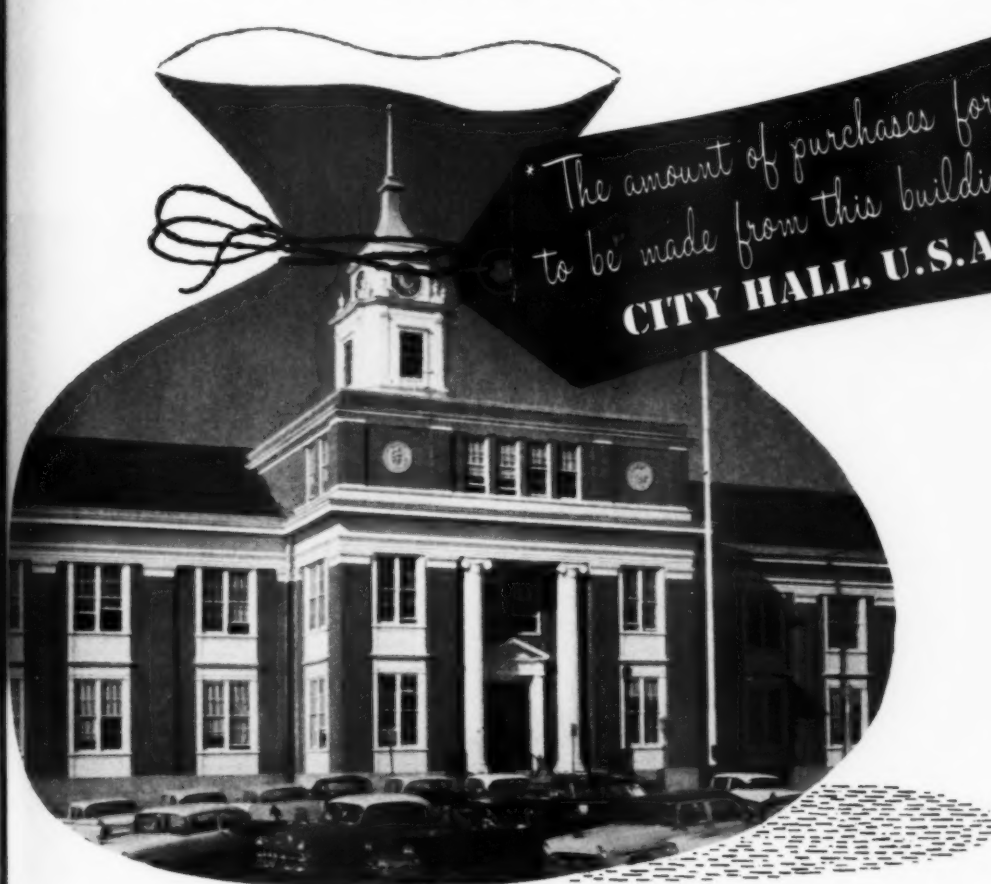


THE BAY CITY TIMES

NATIONAL REPRESENTATIVES: A. H. Kuch, 110 E. 42nd Street, New York 17, MUrray Hill 2-4760 • SHER-
B. Newman, 435 N. Michigan Ave., Chicago 11, SUperior 7-4680 • BRICE McQuillin, 785 Market St.,
San Francisco 3, SUtter 1-3401 • WILLIAM Shurtliff, 1612 Ford Bldg., Detroit 26, WOodward 1-0807

A Booth Michigan Newspaper

***\$7,950,000,000**



**The amount of purchases for 1961
to be made from this building...
CITY HALL, U.S.A.*

City Hall, U.S.A. . . . where the authority of your advertising in
THE AMERICAN CITY means business.

It is a **fact** that **THE AMERICAN CITY** is by far the leading publication
in city halls and municipal buildings all over the country.

As an advertiser, your sales message is exposed in preferred editorial surrounding
to more key buying officials in local government — both administrative
and engineering — than available through any other publication. Obviously,
the more purchasing influences reached, the greater the sales potential.

Some 450 companies invest advertising dollars each year in
THE AMERICAN CITY for municipal business. **The wisdom of this
investment is confirmed by an independent magazine preference
survey conducted within the municipal field. A free copy
of the survey is yours for the asking.**



OTTENHEIM PUBLISHING CORP. • 470 PARK AVENUE SOUTH • NEW YORK 16

Circle 10 on Reader Service Card

Buy Dispersion?

"Is it better to reach a small audience, yet reach it more times? Or is it better to reach a bigger audience—yet reach it less often? . . .

"The answer of course is—buy dispersion. Try to reach more homes, not the same homes. Try to reach more people, not the same people . . .

"It should be pointed out that this theory applies only to mass consumption products. It would be foolish to buy dispersion for, say, a farm tractor—or any product that appeals only to a select audience, but for products like soups or cigarettes, automobiles, food, or insurance, dispersion is a necessity."



From "Reality in Advertising,"
by Rosser Reeves, published by
Alfred A. Knopf, Inc.

PHOTO BY RICHARD BEATTIE ASSOCIATES

SPORTS ILLUSTRATED takes respectful exception on this point, from what is otherwise an informative and much-needed book on basic advertising principles!

The median household income in the U.S. is \$5300 a year. Not many new cars, electric dryers, insurance policies, cameras, trips abroad, can be bought on an income of a little more than \$100 a week. Yet half the U.S.'s 50,000,000 households have that or less to spend.

Mr. Reeves uses the famous story about the well-known manufacturer who admitted that "I know that at least half of my advertising money is being wasted. My problem is—I do not know which half."

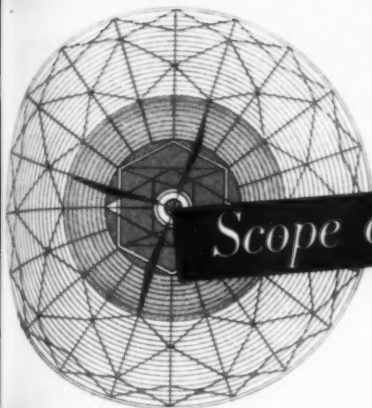
It is most likely to be that half that he spends dispersing his advertising in media which predominantly reach families who because of their degree of taste, education, or money, are simply not prospects for his product.

Even when buying "dispersion" for food, drugs and toiletries, cigarettes, or soft drinks, the advertiser should not fail to redouble his efforts against the "heavy users"—the "tastemakers," the opinion-makers, on whose prior approval much of the buying in the mass brackets depends.

One important reality in advertising is to concentrate advertising where there are known customers and prospects with the ability to buy. The many selective magazines in the U.S. reach such markets. The active editorial atmosphere of SPORTS ILLUSTRATED (median household income, \$10,835) breeds one of the most active and responsive of them all.

Sports Illustrated

ICON
Marion
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advertis
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market
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Scope on Media

A LOOK AROUND AND A LOOK AHEAD

ECONOMIC HEALTH AND AD BUDGETS

Marion Harper of McCann-Erickson has issued a new report in the series of Marketing Communications Workshop reports of his agency's Marplan Division. These take advertising into account as one of the basic elements affecting the economic outlook. He points out that the growing weight of advertising investments (an increase of 6 per cent in 1960 over 1959) in itself "adds impetus to the economy, and increases the prospects for an early resumption of a strong growth trend."

He then points out that this same growth factor of more advertising weight may very likely call for departures from previous budget levels by individual advertisers in order to compete in the more competitive advertising marketplace. Larger and better-directed expenditures, to Mr. Harper, are a key factor in economic health for individual companies, and for the economy as a whole. "A TV program in the top-rated 25 per cent", reports Mr. Harper, "costs the advertiser half as much as one in the lowest-rated 25 per cent. And similar variations in cost are found in other media." The way advertising is used, to Mr. Harper, has a direct bearing on the behavior of the economy in this "the decade of incentive."

NEWSPAPERS MAKE SURE OF SHELL SUCCESS

The newspaper industry's promotion arm, the Bureau of Advertising of ANPA, is letting no grass grow under the Shell Oil Company's headline-making switch to an all-out newspaper advertising campaign late last year. This was coincident with Shell's selection of Ogilvy, Benson & Mather as its new agency. The Bureau is now armed with readership research indicating that the long and technical copy in the campaign managed to hold attention of a large number of both male and female *noters*.

It also has a report from the agency that its survey of dealer reaction shows two-thirds of respondents favoring the current all-newspaper campaign over the previous one, and nine out of 10 dealers who replied saying that it was at least "as good" or "better." Charles T. Lipscomb, president of the Bureau, now reveals that it has prepared an "Operation Friendship" for bringing this information back to dealers through:

1. Filmstrip presentations by newspaper publishers and

advertising managers to 16 Shell division managers.

2. A series of similar meetings at which the results will be presented to 86 Shell district managers.

3. An intensified dealer-contact program to keep Shell dealers apprised of campaign activity, making use of a special kit sent to newspapers carrying the Shell campaign.

To newspaper salesmen, the Shell switch to newspapers continues to be a *cause celebre*.

LIVING WITH THE FCC

For the past month, the television business has been attempting to cut Newton N. Minow down to size. Ever since the Federal Communications Commission chairman rocked the National Association of Broadcasters convention with his "tough" speech, the broadcasters have been engaged in these movements:

- Deprecation; mainly by statements that Mr. Minow doesn't know what he is talking about, or that he doesn't mean what he says. Some comfort has been taken from the chairman's post-NAB statement that censorship is the last thing he intends.

- Conciliation; e.g., announcements of tentative plans for five news programs slanted at children (among the planners: NBC, ABC). Chairman Minow made this specific suggestion in his NAB speech.

- Neutralization; strong pressure by broadcasters on the Congress to sink the Administration's plan to reorganize the FCC in order to give the chairman more power, and to make the commission's operation more flexible.

It is the opinion of informed observers within the industry that much of this activity is whistling in the dark. Reorganization or no, Mr. Minow is in a position to make things very unpleasant for television unless it gives him some of what he wants. If this is true, then he is going to get it, and we are on the brink of a major revolution in programing.

Granting this, what will it mean to buyers of media? First, there is every indication that audience levels and commercial availabilities in spot TV time will decline somewhat, for two reasons. Either stations will begin to accept more network public service shows, which will reduce local time available, or else stations will begin to program their own live or tape public service material.

Scope on Media

With a few well-known exceptions, this local programming may be bad enough to drive away the audience.

Second, if the networks decide to get together and program public service shows during the same hours and days of the week, in order to protect themselves from each other, then the audience profile is likely to be badly skewed. The heavy-viewing homes will probably stay with the set; they will be joined by the light-viewing homes attracted by the programs. But what of the vast middle-majority, who have never cared for culture or public affairs, and can take TV or leave it alone?

On the other hand, if the nets slot public service shows in competition with entertainment fare, advertisers will be faced with reduced cost efficiency on the one hand and heavy competition for the remaining entertainment shows that will inevitably inherit the bulk of the audience.

Despite all the applause for Mr. Minow's stand on the part of advertisers and agencies, neither group (with the exception of specialized accounts that need public service vehicles for specialized media strategies) is especially enamored by anything but big audience entertainment programming. The networks are having enough trouble now getting sponsors for serious material.

But like it or not, advertising will have to get along with the new as it has prospered with the old.

AUTOMATED PREFERENCE TESTER

A small black box on the face of which are printed three questions is mounted at eye level on the supermarket shelf. Housewives browsing in that section of the market read the questions, referring to products nearby, a new product exhibited on top of the box, or possibly two alternate package designs. The housewives then push a series of "yes" or "no" buttons at the right of the box. In this way A. C. Nielsen Company will soon be collecting preference data quickly on new products. The device was developed by Automated Preference Testing Corp., from whom Nielsen will acquire all rights on July 31, 1961.

WESTERN AGENCIES PINCHED BY COSTS

Growing concern by advertising agencies over their own pricing policies was evidenced in a recent survey of opinion among advertising interests in the 11 Western States made by the Western States Advertising Agencies Association. It is the opinion of 81 per cent of agencies reporting that they cannot make a sound profit under the 15 per cent commission system. Sixty per cent of the agencies predicted a continued growth of fee plus commission methods of compensation, but the vast majority felt that the advertising agency system, provided ways of alleviating the cost problem can be found, was sound.

Agency opinion, however, was not matched by advertiser opinion. Only 24 per cent of Western States advertisers reporting agreed that agencies cannot make a profit under

the 15 per cent commission system. Only 41 per cent of the advertisers predicted growth of the fee plus commission system of compensation.

Although agencies in the West are apparently keenly aware of the cost squeeze, it appears that they will have some selling to do to secure agreement from clients.

STEREO BROADCASTS ADD VALUE TO FM

Starting this month a new method of broadcasting was added to radio. This is stereophonic FM, now approved by the Federal Communications Commission. Although it may not be a large factor to advertisers for some time, FM interests expect that the addition of stereophonic transmission from single stations will extend their audiences considerably over time. Stereo FM will be accomplished by the broadcasting of two signals carried on one FM wave, broadcast by stations which install special equipment. It will be received by any FM receiver, but only in special FM receivers will it be possible to separate the two signals. As FM stations add stereo equipment, and if stereo FM receivers become popular, stereophonic reception of fine music will become a factor.

LOCAL VS. NATIONAL TV COMMERCIAL TIME

Something new was added to television contracts last month when Young & Rubicam added a clause to its contract for Gulf Oil with National Broadcasting Company covering handling of the "Here and Now" show. The contract provides that any station that triple spots a local time either before or after the show can be cancelled out. In this way, the sponsor is protected from misuse of the lengthening time that local stations will have for sale under the new local time network arrangements (40 or 42 seconds for local spots instead of 30 seconds). Misuse might come from local stations placing three spots in the 42 seconds (say a 20-second spot, a 10-second ID, a 2-second station break, and a 10-second spot)—a practice that is contrary to the NAB code, but which stations in popular markets might be tempted to engage in.

Something new was also added to official viewpoints on the longer time allowance for local sponsorship by Lawrence Webb, managing director, of the Station Representatives Association. Mr. Webb came out in favor of the increase to 42 seconds, saying that advertisers need longer time breaks for their local commercials, still keeping within the code (2 spots, including possibly an ID in local time, plus the station break). Variations for local sponsorship might include: a 30-second spot, a 10-second ID, and a 2-second station break; or a 20-second spot, a 20-second ID, and a 2-second station break; or a 40-second spot and a 2-second station break.

The two moves add up to: 1. an opportunity for longer local commercials; and 2. a means of protection for national show sponsors as local time lengthens.

BOOM TOWN



New York just grows and grows.

New buildings. More office space, more apartments. New suburbs, new markets. More business.

Boom town's natives are restless. New Yorkers—over five million families of them—are doing more, growing more. Wanting, buying more.

And as the world's biggest market grows, so grows The New York Times.

So grows The Times circulation!

In the past 10 years, The Times has gained more readers at a greater rate and volume than any other New York newspaper. The Times weekday circulation gains in the suburbs have been more than double the rate of population increase.

For the six months ending March, 1961, weekday

sales averaged 744,763 . . . up 58,517 over the same period in 1960 . . . up 220,677 over 1951. At the same time, Sunday Times sales averaged 1,400,826 . . . up 28,887 over the same period last year . . . up 254,019 over 1951.

Projections for this year point to even more circulation records.

We're eager to tell you what this means to you . . . what will happen to *your* sales when you use the *growing* New York Times to advertise in this growing, changing market.

Hint, in one word: *boom*.

The New York Times

Serves New York with the most news, sells New York with the most advertising

REPORT to paper and pulp industry ADVERTISERS

INFORMATION IN ADS—YES BUT WHAT INFORMATION?

Every once in a while a reader says, in effect: "I like to see as much information as possible in advertisements."

What does he mean? How much information? What kind of information? Why?

A recent interview with a mill executive—a project engineer to be exact—goes quite a long way to answering these questions, at least where major equipment is concerned. Here's the way he puts it:

"If we in Engineering are satisfied (after a good deal of preliminary checking) that one of these machines should be bought, we will request an expenditure giving good reasons for the request—why we want it, estimated cost, etc. Then we go through a lot of paper work in determining the exact amount of work to be done on the installation, the cost of accessory work such as electrical connection, water, and so forth. We come up with a total cost which we balance against estimated production and the length of time we think the machine will take to amortize itself. This report then goes to top management for their consideration."

Give men like this the information they need to present pertinent facts "to top management for their consideration" and you've prepared an advertisement that will be read and acted upon. It may or may not take a prize for the prettiest design or the cleverest heading, but it will be read with care by the mill men who are deciding what equipment they need and submitting considered recommendations to management.

Readers of Paper Trade Journal talk about their informational needs, and say what they get out of specific advertisements, in interviews which are made available as READER REPORTS. If you're on the list, No. 10 will be coming along shortly. If not, just ask.

FROM OUR ABC STATEMENT

Circulation of Paper Trade Journal, six month average: 8,061. Weekly paid circulation for December: 8,145, 8,126, 8,198, 8,066, largest in the field. Renewal rate (78.50%) is highest, too.

PAPER TRADE JOURNAL

49 West 45th Street, New York 36, N. Y.

Media/quotes

RESPONSIBLE MASS MEDIUM

A frequently-heard charge is that television is controlled by advertisers and ratings. This stems from misconceptions and misinformation. The typical advertiser of mass-produced package goods seeks a program that will appeal to the largest possible audience. This objective is consistent with one of the major public-interest criteria of broadcasting. The largest possible audience is a natural goal and a basic attribute of a mass medium. —ROBERT W. SARNOFF, chmn., NBC, at Univ. of Pennsylvania.

AGENCIES AND INDUSTRIAL ADVERTISING

We refuse to put the same quality of artwork or engravings into a business magazine advertisement that we put into one appearing in a consumer magazine just because its space cost is lower.

But what is worse, the same caliber of personnel generally is not employed to prepare it—especially in the

agencies. The man who works on trade ads is not paid so much as the one who writes consumer copy.

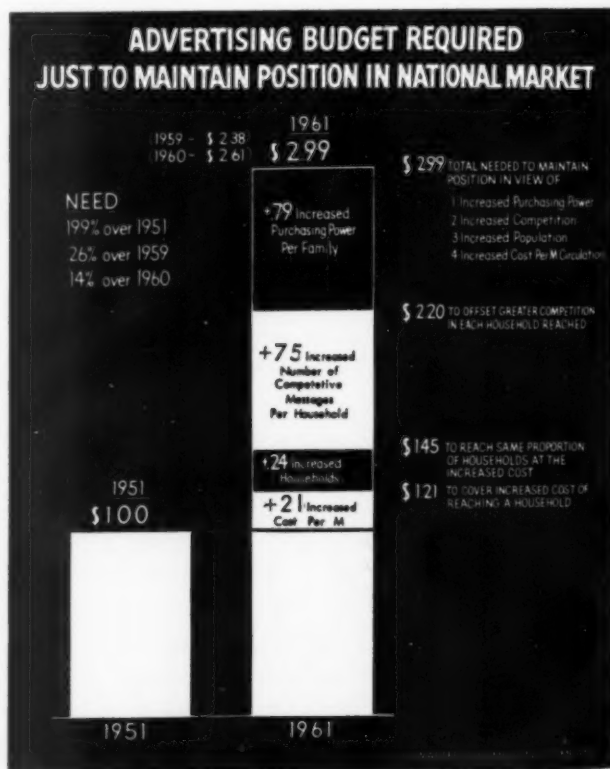
Even if the agency is willing to pay the same rates to both, it has a difficult time holding a capable young man on trade work because he has an idea that consumer advertising carries greater prestige.

But who created that aura of prestige? Agency management, because of the greater commissions on consumer media? That's part of it, but not all. We who purchase business magazine advertising and agency service must share a large part of the blame because through our purchasing practices we materially affect values.—JAY M. SHARP, manager of general advertising, Aluminum Corp. of America, before ABP, New York.

1961 BUDGET REQUIREMENTS

Using 1951, or 10 years ago, as a benchmark for the national advertiser, it will require a budget three times as large in 1961 just to maintain his position in the national market.

(Continued on page 30)



In Two Prime Programming Categories:

ABC RADIO AUDIENCE HAS THE HIGHEST PERCENTAGE OF YOUNG ADULTS IN NETWORK RADIO

PERSONALITY PROGRAMS

	<u>Age of Housewife</u>	
	UNDER 50 YRS.	50 & OVER
Breakfast Club ABC	70%	30%
Flair ABC	75%	25%
Program A	53%	47%
Program B	53%	47%
Program C	48%	52%
Program D	53%	47%

NEWS PROGRAMS

	<u>Age of Housewife</u>	
	UNDER 50 YRS.	50 & OVER
WEEKEND NEWS*		
ABC	74%	26%
Network X	42%	58%
Network Y	42%	58%
Network Z	37%	63%

WEEKDAY NEWS*

Morning

ABC	76%	24%
Network Z	51%	49%
Network Y	46%	54%
Network X	45%	55%

Afternoon

ABC	51%	49%
Network Y	53%	47%
Network X	50%	50%
Network Z	44%	56%

Evening

ABC	65%	35%
Network Y	58%	42%
Network X	49%	51%
Network Z	30%	70%

* All Sponsored Five Minute News Programs

The young adult—with more money to spend—with more interest in living—with more leisure time is yours on ABC Radio.

Source: Nielsen Radio Index—average audience—Jan.-Feb. 1961 (program names on request)

ABC RADIO 

Just look how HIGH The Detroit News

UP 53% Weekdays*

NOW...

733,583

TOTAL
PAID

252,910 MORE THAN A YEAR AGO!

In Detroit's 3-county metropolitan market, where 1,080,000 families spend \$5-billion annually, The Detroit News has 64% home coverage weekdays, 71% Sunday.** Of all families in this big marketplace who get a Detroit newspaper, 4 out of 5 get *The News*.

Detroit News circulation has jumped!

UP 44% Sunday*

NOW...

920,607

TOTAL
PAID

280,528 MORE THAN A YEAR AGO!

No other newspaper in the nation's top five markets gives its advertisers such saturation coverage of mass market buying power . . . nor such low milline rates—only \$1.91 weekdays, \$1.68 Sunday.

To sell Detroit effectively and economically, just use *The News!*

*average paid circulation 11 7 60-3 31 61 reported in Publisher's Statement to A.B.C. subject to audit, for 6 months ending 3 31 61, compared to The News A.B.C. figures for period ending 3 31 60.

**Sixth Quinquennial Survey of the Detroit Market, 1961.

The Detroit News

INCLUDING BEST FEATURES FROM

Detroit Times

NEW YORK OFFICE: Suite 1237, 60 E. 42nd St. • CHICAGO OFFICE: 435 N. Michigan Ave., Tribune Tower
PACIFIC OFFICE: 785 Market St., San Francisco • MIAMI BEACH: The Leonard Co., 311 Lincoln Road

(Continued from page 26)

ket and to give his product or service the same relative advertising support per dollar of sales potential as he had in 1951.—ARNO H. JOHNSON, v.p. and senior economist, J. Walter Thompson Co., before AAAA, White Sulphur Springs, W. Va.

GUESSWORK IN MARKETING

Regardless of the helpfulness of machines in innumerable areas of manufacture and marketing, there continues to be a great deal of mar-

keting conducted by sheer guesswork tempered by what we like to call informed judgment.

Marketing men only will take their rightful place in the leadership of companies when they learn to apply the same precision to their planning as is done in other areas of their management. Because of the mortality rate of products today, the rapid duplication of new products by competition, the changing forces of market prices, the "reliability" of the marketing man's programs must be higher than ever before.

Improvements must be made in the area of long-range planning in order to provide secure capital investments in plant equipment and machines. We must learn to improve our prediction skills—to be able to predetermine expected shares of markets and predict with accuracy the velocity of our programs in reaching those goals.

We should know more about the behavioristic patterns of our customers so we can predetermine their reactions. We can little afford to fly "by the seat of our pants."

I think the use of the computers and such procedures as "mathematical models" can help us immeasurably to improve our skills in marketing management.—H. L. ZELLERBACH, chmn., executive comm., Crown Zellerbach Corp., in receiving Charles Coolidge Parlin Award, Philadelphia

SCATTERATION AND CONCENTRATION

When we talk about the need for increasing the effectiveness and productivity of advertising, we must mention *scatteration* and *concentration*. Too often, I'm afraid, advertising is weakened and vitiated because it is scattered in too many media.

Applying the principle of *concentration* in these cases—increasing schedules in fewer media—builds up the pressure to the point where results and achievement of the objective are more possible and more probable.

In this same treasure chest is the pure gold of *saturation*. I'm not prepared to agree with the media-selection decision of Shell Oil and its agency to use only newspapers for its current "Bulletin" campaign, but I will concur with the use of *saturation*. Certainly, the employment of frequent and dominant insertions in the one medium selected will enhance the chances of this program getting results.—BAYARD E. SAWYER, associate publisher, *Business Week*, before St. Louis Advertising Club.

PAY-TV

1. Pay-TV is an experiment.
2. It will be some time—years—before we know if it will succeed.
3. If pay-TV expands on a national scale with a high level of penetration, it will be a major factor in the market planning of the future.—CHARLES BENESCH, asst. dir. research, Young & Rubicam, before AMA, New York.

The Fort Worth Star-Telegram Leads the Parade with the . . .

Lowest Daily Milline Rate In Texas!

	Max. Daily Milline Rate
FORT WORTH	
Star-Telegram	2.56
Press	5.15
DALLAS	
News	2.59
Times-Herald	2.84
HOUSTON	
Chronicle	3.10
Post	2.93
Press	4.41
SAN ANTONIO	
Express-News	3.17
Light	3.21

SOURCE:
SRDS 3/6/61

The Fort Worth Star-Telegram gives advertisers unequalled coverage in Metro Fort Worth and in the 100-county Fort Worth Market. Over 86% daily family coverage in Metro Fort Worth; and in 69% of the counties in the Fort Worth Market, representing 413,500 households, average daily family coverage is 53.8%.

SOURCE: ABC, 3/31/60

FORT WORTH STAR-TELEGRAM

Amon G. Carter, Jr., Pres. & Nat'l Advertising Director
Ralph D. Ray, Nat'l Advertising Manager

LARGEST COMBINED DAILY CIRCULATION IN TEXAS

without the use of schemes, premiums or contests
"Just a good newspaper"



READY NOW- RESULTS OF AN UNPRECEDENTED STUDY OF NEWSPAPER READERSHIP IN BOSTON

The most comprehensive of all Boston newspaper readership surveys has just been completed. Purpose of the study was to provide media buyers with the latest authentic and valid information on readers of all Boston newspapers. It was prompted by the fact Boston has changed dramatically in the last few years. So have newspaper reading habits in the prosperous Boston market.

The study reveals some nice facts extremely favorable to The Globe:

- The Globe is read by 25% more people than the second Boston combination.
- The Globe is the anchor, the must paper when buying space in the Boston market.

All the facts are in, neatly packaged for your information, detailed information not previously available.

To conduct this latest survey The Globe called in the nationally known firm of Carl J. Nelson Research, Inc. (formerly Publications Research, Inc.). And to assure highest standards of excellence, The Globe and Nelson sought the advice and counsel of the Technical Committee of the Advertising Research Foundation both before and after the study was made.

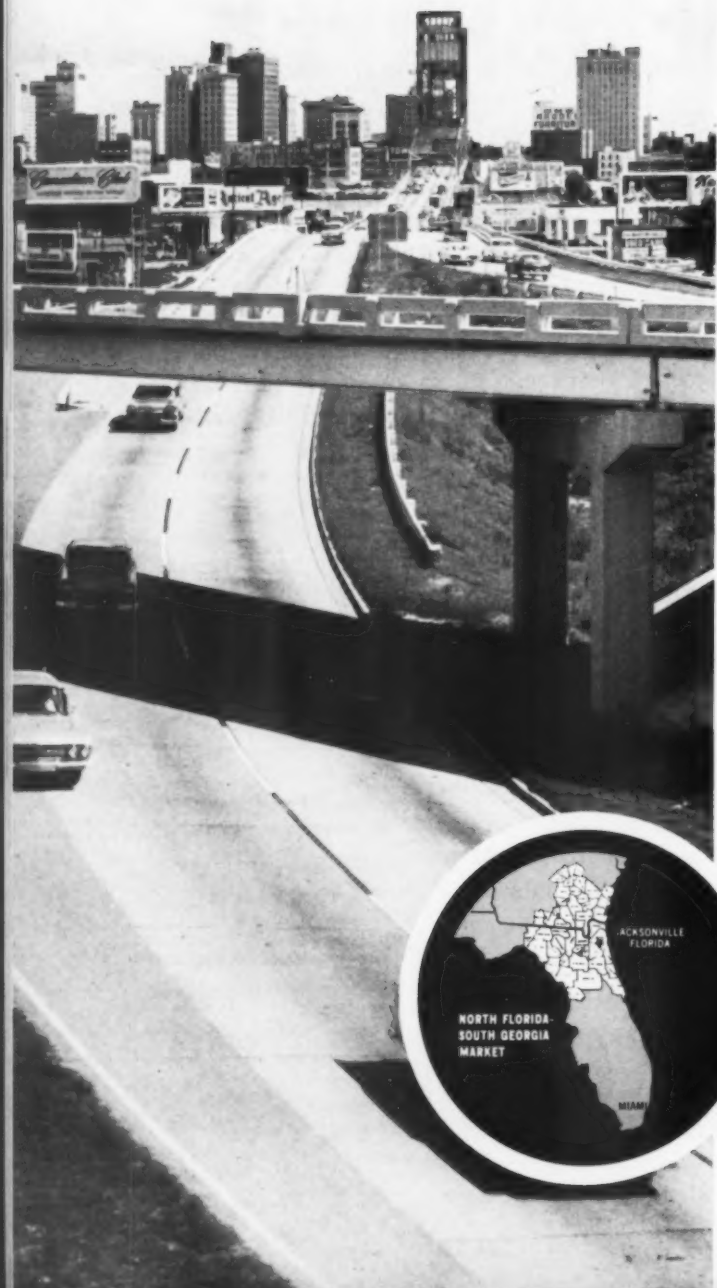
For a complete rundown of results to be found in "The New Boston," call your Million Market Man.

THE BOSTON GLOBE

MORNING
EVENING
SUNDAY

A MILLION MARKET NEWSPAPER:

NEW YORK • CHICAGO • DETROIT • LOS ANGELES • SAN FRANCISCO



AS
JACKSONVILLE
GROWS
SO GROWS
THIS
STATION!



New ARB shows WFGA-TV
with 50% Share-of-Audience.

The "new" Jacksonville is a city with a changing face. New construction is evident everywhere. But the city's tremendous expansion is not the only thing to watch. According to the March ARB, WFGA-TV is the leading station in metropolitan Jacksonville with a major share of audience 9 AM to Midnight.

See your PGW Colonel for the important story of WFGA-TV's growing dominance in the dynamic North Florida-South Georgia-Jacksonville market.



WFGA-TV
JACKSONVILLE



REPRESENTED NATIONALLY BY
PETERS, GRIFFIN, WOODWARD, INC.

Men of the Month in Media

Time Buyers of the Year

Every spring, on the day that the Station Representatives Association honors the year's outstanding media strategists with its Silver Nail and Gold Key Awards, the head table in the Waldorf's Starlight Roof gets longer. That's because all previous years' recipients who can make it, and most do, are up there to welcome the new members to the ever growing, but still quite exclusive club. That includes the first winner, the man who gave his name to one of the awards, Frank Silvernail.

This year's recipients, shown below with Frank Silvernail, holding their prized black-and-silver plaques, are Newman F. McEvoy and Hope Martinez.

Mr. McEvoy scarcely needs introduction to readers of MEDIA/SCOPE. In addition to his daily professional chores as senior vice president of media buying and relations of Cunningham & Walsh, his extracurricular accomplishments include: first president of the New York Advertising Media Planners, a group on whose executive committee he still serves; member of the Radio and Television Executives Society; member of the outdoor committee of the AAAA; a director and executive committeeman of the National Outdoor Advertising Bureau; 1961 chairman of the Annual Media Awards sponsored by MEDIA/SCOPE.

In spite of all these activities and,

of course, his position at Cunningham & Walsh, which combine to make him a frequent passenger on the New Haven's late-late train, Mr. McEvoy still finds time to serve on the finance committee of the Greenwich, Conn., Representative Town Meeting.

Next to Mr. McEvoy, also holding a plaque, is Hope Martinez, this year's holder of the Silver Nail Award. That means she's 1961's Time Buyer of the Year.

She's been buying time for Batten, Barton, Durstine & Osborn since 1946, and is one of the first media buyers to own stock in the agency. She spends an estimated 20 per cent of her 40- to 60-hours' work week explaining the intricacies of media strategy to clients, another 20 per cent preparing position papers to back up what she says.

Born Esperanza Martinez, in Madrid, she reached the U. S. at the age of seven, has been a resident of New York City ever since.

Between buying deadlines, Hope is Mrs. John G. Anzolin, and has a daughter, Claudia.

Meanwhile, in Chicago the same day, the Station Representatives Association named as Chicago Time Buyer of the Year William H. Oberholtzer (see page 34), associate group supervisor of Leo Burnett Co. in that city. He went directly to Burnett after receiving his master's degree at Northwestern University in 1946, and moved up from media re-

(Continued on page 34)



PROUD HOLDERS of 1961's Silver Nail and Gold Key Awards are from left, front row, Hope Martinez, BBD, and Newman F. McEvoy, Cunningham & Walsh. Next is Frank Silvernail, 1959 winner, completes the front row. In rear are these Award holders from past years: Louis J. Nelson, Wade Advertising; William C. Dekker, Lambert & Feasley; and Harold B. Simpson, William Esty Co.

Media/Scope, June 1961



A "Special Interest" Magazine

Reaching more than 360,000 adult males whose principal hobby is guns and shooting.

Write for sample copy!

The AMERICAN RIFLEMAN Magazine

SCOTT CIRCLE WASH. 6 D.C.

Conversation piece



KABC (and its listeners) are kept aware by conversation. Word for word, KABC's conversation is newsworthy, stimulating, provocative.

KABC's microphone is your conversation piece in LA. Have a word with your KABC rep. Los Angeles Represented by Katz Agency

RADIO 79

WNEW RADIO NOW IN CHICAGO* DETROIT** SAN*** FRANCISCO

As of June 1st WNEW Radio expands its national sales staff in Chicago and opens new offices in Detroit, San Francisco and New York.

WNEW RADIO NATIONAL SALES OFFICES

* David L. Miller, Manager
Gordon P. Copeland
Ken Pierce
400 North Michigan Ave.
Chicago 11, Illinois
467-6340

** David C. Croninger
Manager
1410 Fisher Bldg.
Detroit 2, Michigan
873-8600

*** Richard H. Schutte
Manager
155 Montgomery Street
San Francisco 4, Cal.
DO. 2-1945

WNEW RADIO National Sales is a division of Metropolitan Radio Sales headed by H. D. "Bud" Neuwerth, Vice President & Director of Sales. Richard H. Gerken is Eastern Sales Manager. They'll service the Northeastern and Mid-Atlantic states.

WNEW's New York sales staff will continue to represent the station in greater New York and Philadelphia.

WNEW RADIO
565 FIFTH AVENUE
NEW YORK 17, N. Y.

John V. B. Sullivan
Vice President & General Manager
YU. 6-7000

A Metropolitan Broadcasting Station

(Continued from page 33)

search analyst to time buyer to associate group supervisor. Service with Burnett was interrupted in 1953-1955



OBERHOLTZER: Career at Burnett interrupted by service in U. S. Army.

by service in the U. S. Army, after which he returned to continue his career in media work for the agency.

Industrial Buyer of Year

The industrial space buyer of the year, selected by the New York Chapter of the Association of Industrial Advertisers, is Rudy Wahlig, Jr., associate media director of J. M. Mathes, Inc., New York. Mr. Wahlig, 35, is from Port Chester, N.Y. He is a Navy veteran, graduate of New York University, father of six children, a gardener, golfer, and conscientious buyer of print media.

He came to Mathes a little over a year ago as a print and outdoor buyer for Union Carbide (almost 200 different business papers for that one account), Burlington Industries, Austin-Healy, Regal Beer Division of Anheuser-Busch, Pure Food Co., and Behr-Manning. This followed experiences as: a sales and merchandising man for Johnson & Johnson; as assistant advertising and sales promotion manager for the Solway Process Division of Allied Chemical & Dye; as a media buyer at BBDO (mainly working on DuPont, Armstrong Cork, and Continental Can). Just prior to the move to Mathes he was for five years media supervisor on Esso Standard Oil at McCann-Erickson (buying more consumer than industrial).

"Industrial space buying," he says, "is a matter of accumulated experience. You should be familiar with the industry that you want to reach, because in industrial buying you have

a more complicated job than in the consumer field. Our job is to reach particular types of highly intelligent people: engineers, administrators, production experts—a multiple audience, tapped by a wide variety of media with varying acceptance by these people."

He finds that media salesmen are a big help in defining markets, and in helping him fit media to client marketing objectives—especially when he can bring the media representatives into his confidence. Looking ahead, he expects the professional media salesman to continue to be a key factor in media work. Added to that, he believes, will be greater mechanization of industrial media buying through electronic data processing systems. These developments, he believes, will be contingent on and follow at least three key trends in industrial media selection: greater use of SIC separations for data; a uniform audit of all types of business publi-



Rudy Wahlig, Jr., (right) is congratulated for choice as AIA's space buyer of year by last year's winner, Joseph H. Newman, media director, O. S. Tyson & Co.

cations; and direct verification of acceptance of business publications whether paid or free.

What he wants to know is whether the recipients want to receive the publications. "Bulk sales of paid books," he says, "don't mean much to us, including the bulk sales to members of professional societies. What we want to know about is acceptance and attitude of the buying influences that receive them."

Mr. Wahlig has a reputation among media representatives for listening to all presentations, long or short, for fair dealing, for broad buying experience. It is not surprising that he was runner-up for the AIA buyer-of-the-year award twice (in 1958 and in 1960), before he won it this year.

*I love
seventeen*



that's why *seventeen's* advertisers love me!

What endears SEVENTEEN to this girl...and this girl to SEVENTEEN's advertisers?

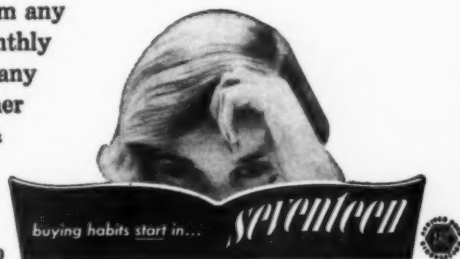
Devotion. From cover to cover, SEVENTEEN talks only with the teen-age girl.

And how she responds! She reads SEVENTEEN thoroughly, believes in it completely, and buys more merchandise from its pages than from any other magazine.* SEVENTEEN—with its more than 5,000,000 monthly readers—is the **ONE** magazine that covers the Youth Market. Is it any wonder SEVENTEEN carries more advertising lineage than any other monthly magazine for women?

*Gilbert Youth Research

It's easier to **START** a habit than to **STOP** one!

SEVENTEEN MAGAZINE, 320 Park Avenue, New York 22 • PLaza 9-8100



Planning a promotion in the Pacific Northwest?

think
twice
about
Tacoma

Home
Furnishings
& Appliance
Sales
\$18.6
Million



Washington State's Puget Sound Circle is a vital, growing, concentrated market. In selling this market, your distribution, sales, and merchandising forces cover both Seattle and Tacoma. Your advertising must do the same. That means Tacoma is an essential buy on every Pacific Northwest newspaper schedule!

1. Tacoma *must* be covered if you want full selling effectiveness in the Puget Sound Circle—biggest market north of San Francisco.
2. Tacoma can be covered only by the Tacoma News Tribune—delivering 82.1%* coverage of the metro area. No outside daily (or combination) can provide you with merchandisable coverage in the Tacoma market.

*Newspaper Rates and Data

TACOMA NEWS TRIBUNE—An "A" schedule *must*. Circulation now more than 86,000.

Ask the man from Sawyer-Ferguson-Walker Company.

Media/forum

QUESTION:

What, if anything, can be done to bring back product protection?

ALICE LASITY, space buyer, Koehl, Landis & Landan, Inc.—In discussing product protection in a spot campaign, it seems to me that the proper person to protect is the viewer. His sensibilities, likes, and dislikes should be seriously considered first—not last. Assuming nothing is done to alleviate



the present pile-up of competitive products within too short a time, and if content of the various spot messages continues to irritate, the viewer will resolutely close his eyes and ears to any commercial. Therefore, I think members from all segments of the industry—networks, stations, representatives, advertisers, and agencies—should meet in a tough bargaining session, air their complaints, and hammer out a realistic solution.

JOHN H. STILWILL, vice president, account executive, Geyer, Morey, Madden & Ballard, Inc., Caples Division, Chicago.—It would seem a simple matter to prevent back-to-back airing of competitive product commercials at the station level by having a competent traffic manager schedule



them properly, and by seeing that individual films are properly positioned on the master reel. Preventing stations from scheduling competitive spots tandem style is another matter, where prime time is involved. Complaints are not always received by the stations with the consideration and understanding they warrant. In multiple station markets, sheer competition can sometimes prevent this practice. The networks' consideration of allowing an extra ten-seconds for local sale between prime-time programs should open up more spots to give a greater spread between competitive products.

FRAN OSTER, media director, Dunay, Hirsch & Lewis, Inc., N. Y.—It seems no amount of admonishment to "put your house in order" has yet been able to erase the abuses of multiple spotting, including lack of product protection. The future can be bleak unless the networks, stations, and



agencies, too, start acting in their own long-range best interests. Even the small advertiser can back his complaints by pulling business from back-sliding stations. The many conscientious stations, including smaller independents, would welcome this business. In markets without such stations, there are other media. If enough agencies followed this policy, it wouldn't take long for offending stations to revert to their codes. And honest stations, hampered by slow network notification, would soon insist on finding out in time to straighten out their own schedules.

TED MALONE, radio and television director, The House of Twiss.—I doubt whether the product protection problem, and many others, can be solved until the networks give the spot business back to the local stations, where it belongs. The networks' self-proclaimed function is to provide



and sell programs. This is a needed service no local station can match. But, in this age of film and tape, no station needs a network to provide spots. It is true that excessive program costs, most of which networks have brought on themselves, make programs hard to sell. But the real measure of value in a program is not its costs, but what business it produces. This is the challenge networks should meet with more network-caliber programs. ■

USEFUL FACTS ABOUT

PLAYBOY

the magazine with proven impact in the top-quality young male market

EDITORIAL

In bright colorful package of fine fiction, high humor, pretty girls, fashion and meaningful articles and features aimed at capturing the enthusiasm of the young man-about-business and the man-about-campus.

CIRCULATION—1,144,077

Playboy's December issue topped the million mark in copies sold on the nation's newsstands... the first time any 50c-or-over magazine has done so. Average monthly sale for six-month period ending 12/31/60—1,144,077. Playboy has more than 225,000 regular subscribers. Circulation is no force. Advertisers are assured greater readership in Playboy—a magazine that readers buy rather than a magazine that buys readers.

CIRCULATION QUALITY

Playboy is one of the family of over 50 magazines that is included in THE STARCH CONSUMER MAGAZINE REPORT—the one audience study that compares most leading consumer magazines by one common yardstick. Starch facts confirm Playboy's claim to the top-quality young male market:

AGE

28.8 is the median age of Playboy's male readers. 67.5% of male readership is concentrated in the 18-34 age group. Only magazine in Starch Report with major concentration of male readership in the receptive 18-34 bracket.

INCOME

The median income of the Playboy household is a high \$8,628.

MARITAL STATUS

26.5% of the heads of Playboy households have been married within the past five years, second highest percentage of newlyweds reported for any magazine.

URBANITY

52.6% of Playboy's circulation is in cities with more than 50,000 population, second only to The New Yorker among all national magazines. (ABC 12/31/60.)

APPAREL

34.3% of the households where Playboy is read spent more than \$500 for wearing apparel during past 12 months.

PHOTOGRAPHY

84.3% of all Playboy households own a still camera, 24.4% own a movie camera, 16.2% own a movie projector, and 21.0% own a slide projector.

TRAVEL

24.9% of Playboy households spent over \$200 on business travel during past 12 months. 38.5% spent over \$200 on vacation travel.

AUTOMOBILES

54.6% of every 100 Playboy households bought an automobile during the past 12 months. 4.2% of Playboy households own three or more automobiles. This is the highest figure reported by Starch for ANY men's magazine.

TOBACCO

69.9% of all Playboy male readers smoke cigarettes. There are 91 male smokers reading every 100 copies of Playboy. No other magazine reported by Starch has a higher degree of readership by male smokers.

LIQUOR

87.0% of Playboy families drink or serve alcoholic beverages. Top figure for any magazine in Starch. 80.2% of all Playboy households drink or serve beer, 56.6%—wine, and 77.1%—whiskey... all three highest of any men's magazine.

INSURANCE

26.7% of Playboy households purchased (more) life insurance during the past 12 months, highest percentage reported by Starch and a characteristic of the responsible stability of the Playboy reader.

APPLIANCES

74.2% small electrical appliances were acquired new by every 100 Playboy households during the past 12 months, highest rating of all Starch-surveyed magazines. 53 of every 100 of these units were acquired for the first time... second highest rating reported by Starch. More proof that the Playboy reader is at his peak period of purchasing.

RADIO-TV-PHONOGRAPHS

25.2% of Playboy households acquired a new radio and 13.7% acquired a new phonograph within the past 12 months. 17.7% acquired a new TV set, highest of any magazine in the Starch report.

RESPONSIVENESS

The Heath Company, manufacturers of hi-fi equipment, reports that in only seven months their 1/6 page ads in Playboy have produced 10,290 inquiries—25% more returns than their second ranking magazine produced in nine months. The Diners' Club, world-wide credit organization which uses Playboy to promote its travel plan, reports: "We have found that Playboy is one of our most effective means of reaching businessmen, particularly of the kind who will be requiring extensive travel services."

PLAYBOY

720 Fifth Avenue/New York/Ci 5-2620
232 E. Ohio/Chicago/Mi 2-1000

Want some truly expert opinions on which news magazine is "the most important magazine of all"? . . . Here they are:

Newspaper editors vote "U.S. News & World Report" first among news magazines in four important ways

Between February 20 and March 20, editors of all daily newspapers in the U.S. were invited by an independent research organization to rate the weekly news magazines* in terms of the four simple and definitive questions listed below. Of the 2,022 editors polled, 1,495, or 73.9%, replied. Here's what they said:

	Percent of ALL EDITORS who name "USN&WR"	Percent of editors in cities of 50,000 AND OVER who name "USN&WR"	Percent of editors in cities of 100,000 AND OVER who name "USN&WR"
1. "personally read" <i>"Which of the following magazines do you personally read regularly?"</i>	56%	67%	69%
2. "most useful" <i>"Which one of the above news magazines do you find most useful to you in your work?"</i>	59%	63%	63%
3. "most objective and fair" <i>"In your appraisal of the news content of these three magazines, which one would you say is the most objective and fair in its handling of the news?"</i>	62%	62%	58%
4. "best job of objective reporting on the new administration" <i>"Since the presidential election, which one of these three magazines would you say has done the best job of objective reporting on the new administration and what to expect from it?"</i>	62%	64%	65%

What these replies mean to readers and advertisers

QUESTION NO. 1 indicates that "U.S. News & World Report" is the year-round favorite magazine for news among those whose profession is news, and whose standards would be most critical as to what does and does not constitute important reading. "U.S. News & World Report" publishes more pages of news than any other news magazine.

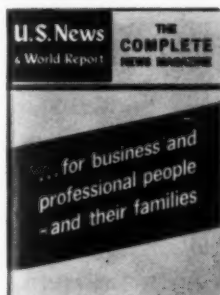
QUESTION NO. 2 underscores the unique quality of "U.S. News & World Report" as the news magazine that publishes a great deal of *original news*—that is, news found in no other publication, whether it be magazine or newspaper. Obviously, newspaper editors would not be so interested in reading what they already knew or had read. Nor would they be inclined to reprint exclusive news articles from "U.S. News & World Report" to the extent they do—newspapers throughout this nation and abroad.

QUESTION NO. 3 emphasizes one of the most fundamental facts about "U.S. News & World Report," namely that *only one page of the entire magazine ever presents editorial opinion of any kind—and that is the last page, which presents the editor's opinion.*

The news pages are precisely what they are judged to be—objective reporting and analysis by the staff of editors independent of the editorial views expressed on the final page.

QUESTION NO. 4 is particularly revealing in that the question was asked of newspaper editors when the presidential campaign, the election and the first "new frontier" actions and decisions were very recent or new events. In this highly sensitive area of news, this vote on "the best job of objective reporting" (from all shades of political opinion) is resounding and authentic endorsement, indeed.

The newspaper editors covered in this survey are only one segment of the more than 1,200,000 responsible and opinion-making leaders who buy and read "U.S. News & World Report" each week. These readers include key people in business, industry, government, the professions and in the community. They constitute an all-important market—one that is prompting more and more companies to spearhead their advertising campaigns in "U.S. News & World Report." More and more of them now consider this magazine to be—
... the most important magazine of all



U.S. NEWS & WORLD REPORT

Now more than **1,200,000** net paid circulation

This survey related to "U.S. News & World Report," Time and Newsweek. For a full documented report covering all the details, please contact our advertising sales office at 45 Rockefeller Plaza, New York 20, N. Y. Other advertising offices: Boston, Philadelphia, Cleveland, Pittsburgh, Detroit, Chicago, St. Louis, San Francisco, Los Angeles, Washington, London.



THIS IS THE PRO\$PER BOSTONIAN

He reads the morning *Herald* or the evening *Traveler*. He gives these papers their circulation lead in the "Upper $\frac{2}{3}$ " — the cities and towns in the Boston Standard Metropolitan Area with the highest rate of population growth, highest house value and percentage of new homes, highest auto ownership, and highest Effective Buying Income (E.B.I. for the resident of typical "Herald-Traveler towns" is 18% higher than that of Globe towns, 21% higher than Record-American towns). Advertising results reflect all this. That's why the Herald-Traveler leads in Total Display advertising lineage by 2,389,419 lines over the Globe, by 16,984,679 lines over the Record American. For the full Upper $\frac{2}{3}$ story, write or call us direct, or contact our representatives.

MORNING EVENING
Herald-Traveler

BOSTON'S HOME-DELIVERED NEWSPAPERS
Represented nationally by Sawyer-Ferguson-Walker



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Media Planning in a \$15-Million Agency

Does it differ
from media work in agencies that are bigger?
Does it differ from smaller shops?
How?



An interview with
James S. Reifsnyder,
media director of
Gray & Rogers, Philadelphia.

WHAT'S DIFFERENT about media planning in a medium-sized agency?

According to James S. Reifsnyder, media director of Gray & Rogers, Philadelphia, the variations are in practice not in principle.

Media buying in this agency (\$15 million in billings in 1960) is organized in much the same way as in larger agencies, through account groups—with a media buyer as one of the members of every account group. Then in

the media department there are certain centralized service functions: a rate clerk (called an estimator in some agencies), a checker (who makes sure that all advertisements run as specified), and secretarial help.

The principal difference is that the group is smaller, in keeping with the extent to which total billings may be less than those in a giant agency. A small group but with five print media buyers and a separate time buying department, Gray & Rogers can boast of one of the largest media departments in the country, when size of agency is taken into account.

"Furthermore," says Mr. Reifsnyder, "it is easier in an agency our size for me and the other buyers in our group to communicate with other agency people. We have a more informal set-up. We get to know each other better. And we are able to check back and forth at a moment's notice on questions that come up in connection with our accounts. The contact and copy people are not remote here, as they might be in a larger agency."

An important feature of the Gray & Rogers operation is the amount of direct client contact. Media men regularly

journey to client offices and clients visit the media department. The annual, or in some cases semi-annual publication review, customarily begins with the advertising manager and his assigned media man meeting for a frank discussion of the current programs and sales objectives. This not only saves time, it also clears the air. Minor problems can be dispensed with and the groundwork laid for the solving of more serious ones. If there is a unified understanding between the media man and the advertising manager, the sailing is smoother at presentation time.

"Fortunately," says Mr. Reifsnnyder, "our contacts are not restricted to review sessions. We have the authority to phone, write or visit, if need be, any of our clients. Conversely they feel free to contact us knowing there is no restricting protocol. This has to benefit all concerned. When there is first-hand contact the possibility for misunderstanding is lessened. And the complexities of media selection are great enough without the added burden of misunderstanding.

"We consider media-client contacts not only desirable but essential. To function properly as a buyer you must have intimate knowledge of products—and marketing problems in selling these products. Frequently this knowledge is best obtained by personal questioning of the clients advertising and sales personnel.

"Another great advantage of having the media man present at client meetings is the opportunity of having media questions answered immediately. This saves time; but, of greater importance, it is more satisfying to the client who thus gets direct, authoritative answers. The media man has the satisfaction of speaking for himself.

Another element of operation that might be considered quite different is the handling of media research. In many large agencies there is a service group within the media department that specializes in media research (see cover story in *MEDIA/SCOPE*, February 1961, on J. Walter Thompson media research group). At Gray & Rogers, each buyer is his own media researcher; and major research reports furnished by media are routed through the department. The agency has a separate marketing research department; but it does not generally get involved in specific media research. Its facilities are available to the media department, however, and when necessary the two work together.

Gray & Rogers differs from smaller agencies principally in the way functions are split up by account groups, and within the department by having a separate rate clerk, checker, etc. In a smaller agency, the media man is more of a Jack-of-all-trades. In Gray & Rogers he is a specialist. To Mr. Reifsnnyder—who has worked in both larger and smaller organizations—the medium-sized agency is the

happiest situation for a media buyer or media director.

Also quite different from smaller agencies, and possibly differing from other agencies of the same size, is the separation at Gray & Rogers of broadcast media into an independent department. Mr. Reifsnnyder, as media director, heads the print media department. The radio and television department is headed by Edmund H. Rogers, who retired in December as a partner in the agency but who still supervises the broadcast operation (including writers, producers, and broadcast buyers in one 17-man group). When necessary or desirable, the two combine resources, working out programs which combine the best features of both media.

With numerous accounts in many different fields, the five media buyers, including the media director (acting as his own buyer on some accounts) are kept very busy. Each buyer is qualified to handle any type of print media, including outdoor.

"The media buyers," explains Mr. Reifsnnyder, "are an integral part of each account group, working with the contact executives, copy writers, market research men, public relations man, and representative of the broadcast department (when appropriate) assigned to the account. When new business is involved, a preliminary plans board—with a media man in the group—is assigned to the prospective account.

"We believe in handling all media contact work through the media department. It is essential to an orderly handling of the work to control all media planning and scheduling and ordering in one place.

"As media buyers, we are also involved in media merchandising. Usually we make the initial contact with the publication to determine what is available. Once the merchandising idea or program has been decided, the contact department puts it into operation."

Plans Are in Writing

Planning is started by the contact man on each account. He sits down with the principal advertising executive at the client company, and determines the objectives for the new year. Then he explains objectives to the account group in the agency; and each member of the group develops plans concerned with media, research, copy, etc. During the planning period, in particular, buyers are in direct contact with client executives.

A formal plan is written, including a section on media that is contributed by the media buyer. The whole plan then goes into a plans book, which becomes the directive for the year when approval of the plan is secured.

A good example of how the media department can be creative is the Chalfonte-Haddon Hall account. "Here," says Mr. Reifsnnyder, "we have the problem of a relatively small budget, the desire to get national attention for this hotel—coupled with the need for a concentrated advertising program in the area from which historically the greater part of its clientele originates. The first objective was achieved with some unique small-space advertising in the *New Yorker* magazine.

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TYPICAL PLANNING GROUP at Gray & Rogers are (left to right): Harry Domm, research director; James Reifsnnyder, media director; William Yeager (standing), associate media director; Hank Hallowell, partner and account supervisor; Ed Papozian, time buyer.

"We knew that the *New Yorker* reached the type of person of interest to the hotel. We knew also that the somewhat sophisticated copy created by our copy department would be most fitting to this medium. The regional problem was solved by taking advantage of the *Saturday Evening Post* Select-A-Market. Fortunately, the *Post* had a circulation split which practically paralleled the area of greatest interest to Chalfonte-Haddon Hall.

"Here is another example. With a local savings bank we make good use of daily newspapers, radio, television, records and station poster advertising. We also have small but consistent programs in weekly newspapers which serve the specific geographical areas where branch offices are situated.

"Our objective for 1961 was to make a greater impression in our weekly newspapers. This effort was necessary because Federal savings and loan organizations, which are concerned primarily with promoting each office and the area it serves, are heavy advertisers in weekly newspapers. A review of the competitive situation found us in areas where we were being out-spent by as much as 10 to 1. How to compete without spending a heavy portion of our overall budget? The answer: our program in newspapers now consists of a 14-line deep advertising strip

which goes completely across two facing pages. With a frequency of twice a month, this unique unit is competing favorably against 400 to 1,500 lines competitive display units."

Experienced Personnel Only

Mr. Reifsnnyder believes that in an agency such as Gray & Rogers the media department must have highly qualified personnel. Although new men in contact work are given the opportunity to learn how media buying functions, the regular buying personnel must be experienced.

"All the men in our print media department, with one exception," he points out, "came to us with previous agency media experience. The exception is our newest member who was an industrial advertising manager.

"From a service standpoint," says Mr. Reifsnnyder, "the senior member has been with us more than 21 years, the newest member slightly more than two years. The average length of service is a bit more than 10 years. This I think is rather uncommon. Media departments are frequently training grounds or sometimes just a stopping-off place on the way to other agency activities.

"We at Gray & Rogers believe sincerely in the need for

Media Planning in a \$15-Million Agency

good, sound professional media service to our clients. The only way this can be given is by having a corps of career media men. Though the members of this department are versed in all phases of advertising, their primary interest and responsibility is media."

Mr. Reifsnnyder came to the agency himself as a trained media buyer. He went directly to work after high school, moving through a series of jobs into a clerical position in the media department of N. W. Ayer. He became an estimator at Ayer, and then a space buyer. In 1948 he moved to Geare-Marston (now a part of Erwin Wasey, Ruthrauff & Ryan), as an industrial space buyer, and in 1951 he came to Gray & Rogers as space buyer, moving up to media director in 1958.

"There is just no substitute for experience in media buying," he says. "You have to study all possible media, and become completely familiar with them. You have to know editorial content, and how the publication is made up. Otherwise you cannot make the best use of the medium as by utilizing unique space sizes, positions, special issues.

"I inherited a good department," says Mr. Reifsnnyder, "and we have not had much turnover since."

Volume of business in this agency has shown a healthy growth over the last eight years, with the exception of one year (1954), when the loss of one large account reduced total billings. But this did not affect the needs of the media department—and no cuts were made in media personnel. Billing in 1954 dropped to \$6.9 million from

\$8.3 million. Since then it has been on the upgrade: \$8.6 million in 1955; \$10.3 million in 1956; \$12.0 million in 1957; \$13.1 million in 1958; \$14.0 million in 1959, and \$14.6 million in 1960.

"Media representatives are, of course, a great help. We maintain an open-door policy, and try to give as much information as possible to them. We keep media calls flexible. No advance appointments. They are permitted to call on us at any time.

"We have built an excellent relationship with these men over the years. Since they concentrate their interest on specific markets, we find them an excellent source of information. Their greatest aid to us is in supplying specific material relative to the markets served by their publications.

"A publication representative generally sees only the media buyer on the account of interest to him. He is welcome though to discuss any problem on any account with me. Testimony to the ability of our department is that I rarely have occasion for such sessions.

"We have found group sessions most practical—with that is, our entire media department hearing a medium's story. This is a time-saver for the space salesman; but, perhaps of greater importance, it provides the opportunity for a unified discussion afterward.

"This brings me to another advantage of the kind of five-man department that we have: the opportunity to get collective judgment when necessary. A new publication, a rate problem, or any other subject is exposed to group thinking and opinion."

In all of this activity, the thing that seems to stand out is Mr. Reifsnnyder's liking for his job. As media director of a medium-sized agency, he has the help of specialists, but does not have to cope with a large staff that might prevent the informal give-and-take with associates that he regards as the key to success in agency media work.

Reifsnnyder on media management:

□ "In an agency our size (\$15 million) it is easier to communicate. . . . We are able to check at a moment's notice.

□ "Media buyers should be an integral part of each account group from the start. . . . When new business is involved, a preliminary plans board—with a media man in the group—is assigned.

□ "It is best for media buyers to get their information first-hand . . . by going to client meetings or having clients present at ours.

□ "The need is for professional media service . . . for a corps of career media men.

□ "We maintain an open-door policy towards media representatives. . . . Their greatest aid is in supplying specific information on markets.

□ "A media buyer has to study the media at first hand. . . . There is no substitute for experience."

TECHNIQUES

Most men who approve advertising budgets also authorize capital expenditures.

Before buying, they expect proof of effectiveness.

Some publishers can offer proof now.

But more evidence is needed.

Why Publishers Should Provide Proof of Effectiveness

By George C. McNutt

TODAY you may hear publishers grumble, "The advertisers are restless." And I'll tell you why. Advertisers are fed up with the old line about industrial advertising being an intangible. They want proof of effectiveness—traceable returns, unbiased readership studies, or other proof.

They pay for the space and they have a right to demonstrable effectiveness. The publisher who expects advertisers to keep on buying space year after year on faith is riding to-

ward bankruptcy or a merger. I predict that in a few years some sort of effectiveness gauge will be standard equipment in the sales kit of most every publishers' representative.

What form will the effectiveness gauge or measure-the-effectiveness device take? I don't know, but here are some of the devices already at hand and proved by trial:

- ☐ Readership studies
- ☐ Inquiries
- ☐ Recognition studies
- ☐ Attainment of objectives studies
- ☐ Better circulation audits

Translate Readership Into Product Interest

One of my representative friends pounds home this thought, "Readership doesn't mean a thing to you unless the readers are buyers or specifiers of the product or service you sell."

He's so right. What the publisher, in effect, agrees to deliver to an advertiser is an audience with certain known interests. These interests should show up quickly in an analysis of readership studies—Starch, Readex, Fosdick, Feedback, Mills Shepard. In Fosdick ratings the job application percentage automatically provides an index of interest. But an analysis of reader ratings by editorial subject matter and product categories should

develop *known interests* from almost any of the present readership studies.

Once the publisher has shown *known interests* the advertiser can then decide whether the readers have the interests he wants. For example, suppose readership or job application percentages indicate high interest in concrete construction. If you're selling batching plants, the publisher has shown there's a potential; it's up to you to prepare advertising which will capture that interest. Furthermore, the readership ratings—of both ads and editorial—should help you prepare more effective ads.

There are plus advantages to the publisher—readership analysis should: (a) uncover new reader interests and thereby reveal new advertising prospects; (b) strengthen the market story to present advertisers; and (c) help the editors better serve the "known interests" of the readers. In short, analysis of readership ratings can eliminate vagueness in editing and space selling.

Measuring Inquiries By Sales Potential

Many ads do not have inquiries as an objective. Nevertheless, many advertisers and some publishers regard inquiries as the only real determinant of effectiveness. Certainly they are an indicator of interest in the product or



Author is co-owner of George C. McNutt Advertising, an agency which has specialized in industrial advertising since opening its doors in May 1947. Mr. McNutt was formerly advertising and public relations manager for R. G. LeTourneau, Inc., (now LeTourneau-Vestinghouse). He was first national vice president of NIAA from the West Coast.

service offered. However, inasmuch as experiments with *bingo* or reader service cards show inquiry response can easily be manipulated, we need some measure of how good these inquiries are. One way is to check against Dun & Bradstreet ratings. This gives you the firm's worth, but may not tell you how important the respondent is—and certainly gives no indication of the company or respondent's depth of interest. For the latter, you have to go to the respondent; and that's just what some magazines now do.

Here are questions mailed by *Construction Equipment* to persons who sent in reader service cards for information on Malsbary steam cleaners, advertised by a client of ours:

- ☐ Did you receive the information you asked for?
- ☐ Did a salesman call?
- ☐ As a result of this inquiry, did you make a purchase?
- ☐ If you haven't made a purchase, is there a likelihood of your doing so?

Transportation Supply News sent out a similar questionnaire but added questions about truck fleet size. The returns indicated more than half of the inquirers definitely were in the market—and more than 20% of them had bought either Malsbary or a competitive make. This certainly proves that readers of these books constitute a market for steam cleaners—and that the inquiries are worthwhile. The returns also gave Malsbary a check on sales follow-up.

If publishers honestly feel inquiries are worthwhile, then they should be happy to conduct such surveys—the cost is very low—and can yield invaluable sales ammunition.

Recognition Studies

Before-and-after recognition or brand preference studies are old hat. Usually they have been conducted by the advertiser at his own expense—sometimes with help from publishers. They really don't measure a publication's effectiveness, but rather measure the overall effectiveness of an advertiser's promotional and sales effort. Nevertheless they can be helpful in evaluating advertising effective-

ness in a given market. Some publishers find brand preference studies a potent sales tool.

The Pacific Northwest Farm Quad conducts such studies yearly. Says one of its representatives: "We've made these buying-intention studies for 37 consecutive years and find them extremely valuable. We ask about buying plans, then go back to see if they did buy. Findings over the years indicate the respondents usually underestimate how much they will buy. The replies certainly show the effect of advertising or not advertising."

Measure Realization Of Objectives

Don't assume the full burden of proving advertising effectiveness lies with the publisher. Advertisers also have responsibilities. For example, the advertiser should assign definite objectives to his advertising, then use those objectives as yardsticks for okaying copy and for evaluating results. An advertiser is not being honest with publishers when he decides to make building prestige his primary objective—and then gripes because his advertisements aren't pulling product inquiries.

It seems to me, publishers would do both themselves and their advertisers a favor, if they sold the importance of assigning definite objectives to advertising—and of putting those objectives down in black and white. As an aid, publishers might offer to survey, for a price, a reader sample to determine how the advertiser was doing on the attainment of his objectives. Let's assume the trade believes parts and repair services are inadequate for Advertiser A's equipment. So the advertiser begins a campaign to remedy the situation. *Before-and-after* studies certainly would prove the effectiveness of his campaign.

Knowing Who Buys

Finally, the advertiser should know who the buying and influencing factors are for his products. This means knowing by industry, job function, and by class and size of firm. Only by so knowing can he evaluate the poten-

tial value of a magazine's circulation. Publishers can help, especially in a broad way. For example, firms with over 100 employees frequently constitute 50-80% of an industry's buying power. However, in the engineered construction field, separate studies by *Contractors & Engineers* and by *Construction Equipment* show that small and medium-size contractors buy more equipment, measured in dollar volume, than large contractors do.

Construction Equipment reports: "Small firms (under 50 employees) buy four times more equipment per employee than large firms (250 or more). Reason: More specialization, smaller percentage of desk workers. Amount of equipment bought per \$100,000 of contracts declines sharply as a firm grows larger. Reason: Large contractors sub-contract much of their work to smaller outfits."

So it pays to know who your real prospects are and in what order of importance. And the more advertisers know about their prospects, the more important it is that publishers break down circulations by SIC or other standard classifications, and by job function. Overlapping, catchall classifications defeat a circulation audit's purpose. For example, suppose you have a product useful only to contractors specializing in heavy buildings. How can you evaluate the potential effectiveness of a magazine whose audit combines building, highway and heavy construction contractors under one classification? Or you're interested in research engineers; how can you pick them out of a classification that combines all these types—development, experimental, power, production, plant, corrosion? You can't; you just have to guess. And there's already too much guesswork in media selection. Although detailed classifications are greatly to be desired, they can indicate a publication's potential effectiveness only where the advertisers know what buying and influencing factors they want to reach.

In short, making advertising effective is a two-way street—but the smart publishers will develop gauges which prove conclusively that their street moves goods.

Buyers Critical of Agency Research

By Phillip W. Wenig, Research Director, SRDS and MEDIA/SCOPE

Research conducted by agencies is too little and not so satisfactory as that supplied by media, say members of SRDS National Panel of Media Buyers. They also report increasing use of research, and suggest how to make it more useful.

THE AGENCY RESEARCH department is not doing enough research for buyers of media. This is one of 10 major findings from a survey of opinions of members of the National Panel of Media Buyers maintained by Standard Rate & Data Service. Of the 236 panelists, 175 gave their opinions, a response of 74.2 per cent. The principal findings follow. Percentages add to more than 100 in some tables because of multiple answers.

1. The use of research surveys by buyers of media has increased during the past three years and will continue to increase during the next three years. As illustrated in the tables below, this increase is greater among time buyers than it is among space buyers. Here is the extent to which they say they use research currently compared to three years ago:

	Total	Time Buyers	Space Buyers	All-Media Buyers
More Frequently	65.7%	75.0%	57.8%	66.1%
As Frequently	32.0	23.1	40.6	30.7
Less Frequently	2.3	1.9	1.6	3.2

Here is the extent to which they expect to use research surveys during the next three years compared to current practice:

	Total	Time Buyers	Space Buyers	All-Media Buyers
More Frequently	66.7%	71.2%	58.7%	71.0%
As Frequently	31.6	28.8	39.7	25.8
Less Frequently	1.7	1.6	3.2

2. The agency research department is not doing enough research for buyers of media. Syndicated research firms and the specific media are currently conducting most of the research surveys used when evaluating media. However, the panelists feel that syndicated research firms and the agency research department should conduct the research studies they use when evaluating

media. Currently most of the research surveys used when evaluating media are made by:

	Total	Time Buyers	Space Buyers	All-Media Buyers
The Agency Research Dept.	19.7%	21.2%	17.2%	21.0%
The Specific Media	30.9	23.1	42.2	25.8
The Client's Research Dept.	1.1	3.8
Syndicated Research Firms	52.8	59.6	45.3	54.8
Other	0.6	1.6

In contrast to actual practice, as shown above, panelists reported next on who, in their opinion, *should* conduct the research surveys for use when evaluating media, as follows:

	Total	Time Buyers	Space Buyers	All-Media Buyers
The Agency Research Dept.	36.0%	39.2%	37.5%	31.7%
The Specific Media	20.0	19.6	18.8	21.7
The Client's Research Dept.	1.7	2.0	3.3
Syndicated Research Firms	48.0	43.1	46.9	53.3
Other	1.7	3.1	1.7

3. Media representatives are doing the most satisfactory job of keeping buyers of media informed of the various research studies available. There are mixed feelings about the type of job the agency research department is doing in keeping buyers of media informed on the research studies they might use. Time buyers and all-media buyers tend to feel that the agency research department is doing a relatively satisfactory job, whereas space buyers are not nearly so positive. Here is how they replied when asked: "Which one of the sources listed below does the most satisfactory job of keeping you informed of the research studies that you might use in evaluating media?":

	Total	Time Buyers	Space Buyers	All-Media Buyers
The Agency Research Dept.	25.8%	32.7%	18.8%	27.4%
Direct Mail Pieces From Media	13.5	13.5	17.2	9.7
Media Representatives	51.1	42.3	57.8	51.6
The Agency Media Director	10.7	13.5	7.8	11.3
The Client	0.6	1.6
The Account Executive
None	0.6	1.9
Other	1.7	1.9	1.6	1.6

And here is their list, compiled in answer to the question: "Which one of the sources listed below does the least satisfactory job of keeping you informed of the

ORGANIZATION

research studies that you might use in evaluating media?"

	Total	Time Buyers	Space Buyers	All-Media Buyers
The Agency Research Dept.	8.5%	12.0%	11.9%	1.8%
Direct Mail Pieces From Media	17.7	24.0	16.9	12.7
Media Representatives	5.5	8.0	5.1	3.6
The Agency Media Director	0.6	1.8
The Client	39.0	26.0	39.0	50.9
The Account Executive	28.7	30.0	25.4	30.9
Other	0.6	1.7

4. Although buyers of media feel that research studies conducted by specific media are useful, they also feel that these research studies are not completely honest. Space buyers are slightly more likely than time buyers to feel that research studies conducted by specific media are honest. Here is the extent to which they say that research studies conducted by specific media are useful:

	Total	Time Buyers	Space Buyers	All-Media Buyers
Very Useful	26.0%	23.1%	27.0%	27.4%
Somewhat Useful	71.7	75.0	69.8	71.0
Not Useful At All	2.3	1.9	3.2	1.6

And here is the extent to which they believe that research studies conducted by media are usually completely honest:

	Total	Time Buyers	Space Buyers	All-Media Buyers
Yes	27.6%	28.6%	33.3%	20.7%
No	72.4	71.4	66.7	79.3

5. Slanted questions and techniques and omission of unfavorable study results are the primary reasons that the panelists feel studies conducted by media are not completely honest. Space buyers also tend to feel that research studies conducted by media have distorted claims and questionable interpretations. Their explanations:

	Total	Time Buyers	Space Buyers	All-Media Buyers
Questions asked. Research techniques used are slanted to produce favorable answers. Same "Yardsticks" are not used. Impossible to compare competitive media.	55.1%	64.7%	52.5%	50.0%
All facts are not given. Omission of unfavorable study results. Whole story not told. Same results interpreted differently. Claims made from results are distorted.	5.9	12.5	4.5
Not all media research uses trained, experienced research people.	56.8	52.9	52.5	63.6
Other	22.0	17.6	30.0	18.2
	8.5	2.9	15.0	6.8
	1.7	2.9	2.5

6. The panelists feel that media research can be made more honest only if all facts are presented and independent research organizations are used to conduct the research. Space buyers also tend to feel that all media research should be submitted to the ARF for approval, and that agencies and clients should demand better research. Their advice on how to make media research more honest is:

	Total	Time Buyers	Space Buyers	All-Media Buyers
Competing media should use same tools of measurement and same units so comparisons can be made.	17.5%	17.9%	20.0%	15.4%
Present all facts. Show all findings, not try to be tops in all things.	28.2	35.7	14.3	35.9
Don't distort facts or results. Eliminate the bias. Eliminate studies tailored to produce favorable, predetermined results. Use qualified research people and techniques.	5.8	7.1	2.9	7.7
Research should be paid for by clients and agencies, not media.	5.8	10.7	2.9	5.1
Should have central research bureau supported by all media.	14.6	17.9	17.1	10.3
All media research should be submitted to ARF for approval. Agencies and clients should demand better research. Publication research should be controlled by buyers of media agency.	4.9	3.6	5.7	5.1
Independent research organizations should be used.	7.8	10.7	5.7	7.7
Doubt if it will ever be made more honest.	13.6	3.6	20.0	15.4
Other	18.4	10.7	28.6	15.4
	19.4	17.9	20.0	20.5
	2.9	2.9	5.1
	2.9	2.9	5.1

7. The panelists who have bought radio or TV within the past year feel that television network and individual television stations do the best job of providing unbiased research. Those space buyers who have bought radio or TV within the past year tended to rate individual television stations as doing the best job of providing unbiased research. The radio-TV buyers rated broadcast media as follows in terms of providing unbiased research:

	Total	Time Buyers	Space Buyers	All-Media Buyers
Individual Radio Stations	15.2%	12.0%	23.3%	13.3%
Individual TV Stations	22.7	20.0	10.0	32.7
Radio Networks	2.3	6.0
Television Networks	34.8	44.0	36.7	25.0
None	10.6	10.0	10.0	11.5
Other	15.9	12.0	20.0	17.3

8. The panelists who have bought space within the past year feel that consumer magazines do the best job of providing unbiased research. The buyers rated print media as follows in terms of providing unbiased research:

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	Total	Time Buyers	Space Buyers	All-Media Buyers
Consumer Magazines	54.7%	66.7%	50.8%	55.2%
Farm Publications	4.4	3.3	6.9
Business Publications	17.5	5.6	23.0	15.5
Newspapers	16.1	5.6	21.3	13.8
None	5.8	16.7	3.3	5.2
Other	2.9	5.6	1.6	3.4

9. A surprisingly large number of panelists feel that the agency research department is not helpful in providing research studies on which to base a media decision. Here is the way the buyers scored their own researchers:

	Total	Time Buyers	Space Buyers	All-Media Buyers
Very helpful.	33.7%	34.0%	33.3%	33.9%
Somewhat helpful.	24.6	30.0	20.6	24.2
Not so helpful as they might be.	20.0	16.0	22.2	21.0
Not helpful at all.	6.3	10.0	6.4	3.2
Agency doesn't have a research department.	15.4	10.0	17.5	17.7

10. Although the panelists feel that advertising agencies should have their own research departments, almost one-third of the panelists stated that

its primary concern should be research on advertising effectiveness and media selection for use by various agency departments. Their vote on whether advertising agencies should have their own research departments or should have outside independent research firms take over this function broke as follows:

	Total	Time Buyers	Space Buyers	All-Media Buyers
Should have their own department.	86.5%	92.0%	85.0%	83.3%
Should have outside independent firms take over this function.	13.5	8.0	15.0	16.7

The areas that they believe should be the prime concern of agency research departments were listed as follows:

	Total	Time Buyers	Space Buyers	All-Media Buyers
Research on advertising effectiveness and media selection for use by various agency depts.	30.1%	34.1%	28.6%	28.0%
Research for clients.	4.9	2.3	6.1	6.0
Research for clients and various agency departments.	65.0	63.6	65.3	66.0

Broadcasters Cheered By Report on FM Radio

WHILE NOT MUCH went on to gladden the hearts of the members at the recent National Association of Broadcasters meeting in Washington, a report by the research department of Young & Rubicam certainly made the FM radio broadcasters much more cheerful.

The study, presented by Dr. Frank Mayans, associate director of research at Y&R, demonstrated that FM radio attracts an unusually high quality audience. The report, based on fieldwork performed late in 1959, showed that 28 per cent of female homemakers own an FM set (usually an AM-FM combination), that 40 per cent of that group listened to an FM station during the week before the interview. It also showed that 20 per cent had listened to FM the previous day, and that half that group had listened to an FM station for over one and a half hours during the day. FM receiver ownership, said Dr.

Mayans, is way above average in metropolitan areas (and below average in non-metro areas), and FM has its greatest advantage in the largest cities. Cities of 1 million population or more, comprising 29 per cent of the sample, accounted for 35 per cent of the FM or AM-FM combination receivers.

FM set ownership also correlates favorably with income. Only 25 per cent of the AM-only households have an income of \$140 a week or more, but 41 per cent of the FM households are in that category. Similarly, three-quarters of FM households live in their own homes, while only 68 per cent of AM-only households are in a like position.

Predictably, FM ownership is strongest among households whose heads are professional and semi-professional, or who are proprietors, managers, or officials. Some 25 per cent of FM sets are owned by home-

makers who went to college, although only 16 per cent of the sample falls in that educational category.

Aside from the advantages, the Y&R study revealed some peculiarities of FM patterns. For example, ownership is disproportionately high in the North Central section of the country, although listening is most extensive in the Northeast. Average-sized households own the largest proportion of FM sets; very small and very large families are relatively weak in FM ownership. Middle-aged groups appear to favor FM more than younger housewives. Set ownership is unusually high among respondents aged 35 to 54 years, unusually low among those under 25, about average for the age group in between.

In proportion to their numbers, non-Whites own more FM sets than Whites do. There are relatively more FM sets among owners of TV sets than among those without TV. ■

ARF Releases Report On Media Comparisons

- ☐ *Says perception of advertising message is most promising basis.*
- ☐ *Discards advertising exposure as being too difficult to measure for different media.*



DR. SEYMOUR BANKS
Chairman, The Audience Concepts Committee.

AFTER LONG labor (starting on the present basis in 1958) and some tangential approaches through public addresses, the Audience Concepts Committee of the Advertising Research Foundation has produced its report. It is called "Toward Better Media Comparisons," 30 pages. What it does in effect, and without much documentation, is to reject *advertising exposure* as a criterion in media comparisons, and adopt *perception* of advertisements.

The committee arrives at this conclusion through a process of elimination. It does this with the aid of what it calls "A Model for Evaluating Media." This model is a simple one,

showing that as the various advertising processes are examined (in order, vehicle distribution, vehicle exposure, advertising exposure, advertising perception, advertising communication, and sales response) it is seen that the numbers of both prospects and non-prospects affected grow smaller, until in the end a certain number of prospects buy the product advertised and none of the non-prospects does. This is the way the six processes are evaluated:

Vehicle Distribution. This, according to the ARF, is a count of the number of physical units through which advertising is distributed. In the case of publications it is the number of copies circulated, in the case of broadcast the number of tuned sets. However, the effect that an advertising message achieves is not a function of the number of copies or sets, because "In the case of television, for example, the existence of an appropriately tuned television set does not mean that it is seen, or its advertising acted upon."

Vehicle Exposure. This is "to describe open eyes confronted by the vehicle." The ARF adds that vehicles differ in the number of exposures per unit distributed, and some differ in their ability to deliver multiple exposures from individual publication copies or broadcast sets.

Another problem here, says the ARF, is that the definition of *exposure* differs among the media. In the case of billboards, for instance, exposure cannot be defined as the number of persons passing by a billboard, because some never face it. "Some recent research has defined exposure in terms of the number of pairs of open eyes that can be 'seen' from the advertisement by a camera concealed within it. Here too are included many people whose eyes were appropriately directed but, perhaps not appropriately focussed." In the case of television, one measurement of exposure has been the number of people, reported by one of them, who have been exposed to the same commercial on the TV set at the same time. Such reporting, however, calls for some response on the part of one of the individuals exposed, so that this is a subjective rather than an objective factor. ARF poses another problem: what is the criterion for a minimum exposure? Is a minute adequate?

(Continued on page 98)

Politz Raps ARF Report As Confused, Contradictory

□ **Says a main confusion is refusal to distinguish copy and media problems.**

The Advertising Research Foundation's report, "Toward Better Media Comparisons," makes a recommendation that is damaging alike to media and to media users when it says that advertising perception is the most promising basis for comparing the effectiveness of media. This is the charge made by Alfred Politz Media Studies, a division of Alfred Politz Research, Inc., in a statement issued as MEDIA/SCOPE went to press. Alfred Politz is president of the corporation and Jerome Greene is director of the division. The statement follows:

"WE ARE disappointed in the just-released report of the ARF's Audience Concepts Committee. The report's writer seems to us confused about the report's purpose and contradictory in his reasoning. As often happens with a supposed committee effort, we suspect this report is mostly an individual effort which other members of the committee, with first responsibility to their own jobs, could not take time to analyze and revise in detail.

"Different purposes are given at the beginning and end of the report. The introduction says, 'The question before the Committee can be put simply: *What is the best way to com-*

pare media?' Then, 26 pages later, the Summary says, 'Our discussion in this report has been directed to the advertising process and *we have referred to the way in which media work only in passing.*' (Emphasis on report quotes added by us throughout these comments.) The refusal to distinguish media and copy problems is one of the main confusions in this report.

"In his Summary, the report writer recommends ad 'perception' as 'the most promising basis for comparing the effectiveness of different media.' In our opinion, this recommendation is damaging alike to media and to media users. The peculiar thing is

that in other portions of the report the writer destroys his own recommendation.

Own Recommendation Destroyed

"For example, an earlier chapter on 'Advertising Perception' suggested that perception 'is, in commonsense terms, actually seeing or hearing the advertising,' but then admitted that 'we need to define some rules to enable us to decide when an advertisement has been seen or heard.' Several 'rules' are considered and rejected: finally, the writer just gives up and says, 'We see that any definition we attempt is likely to demand not only that a person see or hear advertising but also remember something of it . . . there appears no way in which we can separate the simple concept of perception from some remembering response with which it is inevitably associated. We are conscious at this point of a lack of appropriate techniques.'

"The report writer then goes on to say, 'Perception of advertising is important to the advertiser because it provides him with the *purest* measure of the *combined effect of his advertising and the medium he employs.*' Even in elementary science or logic courses, we learn that when there are two causes of one result, we cannot discover the importance of either cause from a measurement only of the combined result.

Causes and Results

"There is absolutely no doubt that a person going from Chicago to his New York apartment has not finished his trip until he emerges from the car which brought him from La Guardia Airport to Manhattan, after the airplane had brought him to La Guardia. But the fact that his final *purpose* is only achieved when he reaches his apartment is irrelevant to his evaluation of the *airplane* as a DC-3 or DC-8. Only by stripping the airplane trip from activities involving cars and legs can the traveller evaluate the plane as a transportation medium and compare it with other media.

"It is impossible in this brief space and time to discuss all the inconsistencies and fallacies we find in this report. An article could be written just on the fallacies in the report writer's discussion of measuring sales due to advertising." ■

Starch Launches Continuing Study Of Million Market Newspapers

Readership of advertisements in 85 Monday-through-Friday issues will be studied through 1961 and in 100 in 1962.

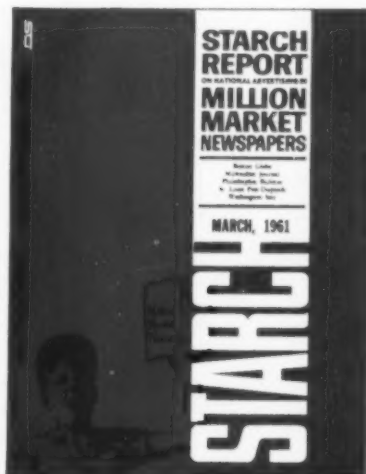
DANIEL STARCH and Staff, in conjunction with Million Market Newspapers, Inc., has inaugurated an extensive series of continuing readership studies. The papers that are being studied are those in the Million Market group: *Boston Globe*, *Milwaukee Journal*, *Philadelphia Bulletin*, *St. Louis Post-Dispatch*, and *Washington Star*.

Eighty-five of the issues, Monday through Friday, of the five newspapers will be studied in 1961 and 100 issues in 1962. Seventeen weeks have been chosen in 1961 as the study weeks. The reports are published monthly and show readership scores for all national advertisements 300 lines and larger appearing in at least four of the five newspapers during the study weeks for that month. Reproductions of all advertisements studied appear in the reports.

Daniel Starch and Staff will also study national advertisements of less than 300 lines upon request, and will make studies of readership of component parts of an advertisement, as headlines and copy blocks. The standard Starch Reader Impression studies can be conducted by arrangement on any newspaper advertisement 1,000 lines and larger.

The first report, for issues of the weeks of March 6 and 20, was based upon personal interviews with a total of 3,000 readers of 10 Monday-through-Friday issues of the five papers. Sample size for advertisements studied in all five papers is 300 (150 for each sex); for advertisements studied in four papers, 240.

The reports are being offered for sale to advertisers and agencies. Major share of the service cost is borne by Million Market Newspapers, some by Starch.



Objectives of Program

Objectives of the program are:

"To provide national advertisers and their agencies with a continuous multi-market check on the performance of their advertising.

"To investigate, define, and focus attention on the inherent strengths of the medium so that advertisers and agencies can make the most effective use of their newspaper advertising.

"To base this research on multiple number of important major market newspapers so that findings do not merely reflect single-market situations nor market-by-market comparisons, but rather provide a significant barometer of national newspaper advertising performance in major markets."

Data procured from interviews show those who remembered previously seeing the advertisement ("Noted" readers); those who saw or read some part of the advertisement which clearly indicates the product or

advertiser ("Seen-Associated" readers), and those who read half or more of the written material in the advertisement ("Read Most" readers).

For the media buyer, this series of reports will be useful because it gives him comparative readership data on the effectiveness of advertisements of different sizes (1,000-line advertisements vs. full pages); black-and-white vs. color; levels of reading scores by age of paper, number of issues read, circulation zones. Many other factors are delineated for creative copy and art persons in the agency, as the relative effectiveness of advertisements with dominant illustrations vs. those without; food advertisements with recipes vs. those without, and so on.

The series of studies is presented as "the largest, most extensive series of continuing readership studies ever conducted on newspapers."

The only comparable series of studies was The Continuing Study of Newspaper Reading launched by the Bureau of Advertising, ANPA. Over 13 years, between July 1939 and February 1952, it made 142 studies of 126 newspapers (some newspapers were studied twice) and it involved a total of 64,106 personal interviews. Each study involved approximately 450 interviews, divided equally between men and women. More than 10,500 advertisements 70 lines or more were examined.

To Study 15,000 Ads

By comparison, in the course of each year, 500 issues of Million Market Newspapers will be studied (100 issues of each of five papers), better than 18,000 different readers will be interviewed, it is expected that close to 15,000 different advertisements will be studied.

An important feature of the Starch study is that it provides a continuity that the BOA Continuing Study did not provide. Instead of hopping from one newspaper to another over 13 years, the Starch study will plumb the readership five days of the week of the same newspapers. This will enable advertisers and agencies to check better on the relative effectiveness of size, position, color, copy appeals, and illustration, because they will be able to measure their effect continuously, throughout the week, in the same newspapers, in the same though diverse markets.

women know value

over the years they have valued

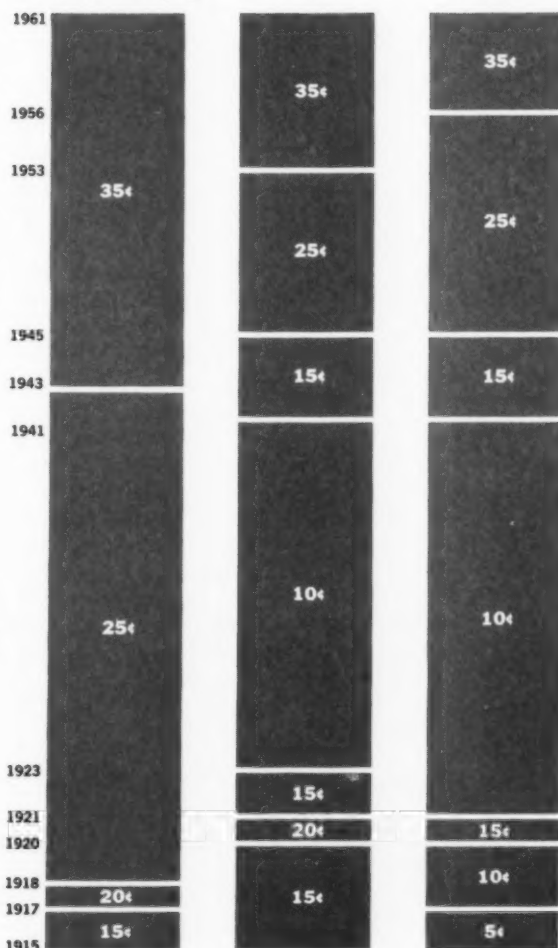
Good  Housekeeping most

Oct. 1961 50¢

Good Housekeeping

LHJ

McCall's



NEWSSTAND PRICES
1915 THRU 1961

Good Housekeeping demonstrates its respect for advertisers' needs by asking its readers to share increased publishing costs.

Because women pay more, our advertising rates are more sensible, our cost per thousand lower, our selectivity sharper—and the advertisers' ability to buy continuity is greater.



Good Housekeeping

Magazine and Institute / A Hearst Magazine

The Aim of LIFE

YOU WILL see some changes in this week's LIFE.

One change you may notice at once: the familiar red band is gone from the bottom of the cover. And as you go on through the magazine, you will find several changes in type-face and page layout.

These are meant, of course, to quicken and sharpen communication between printed page and reader's eye.

You may also be aware of new groupings of the editorial and advertising pages. The purpose is to give more clarity to the pattern of the magazine, more space to LIFE's major stories.

* * * *

We seek to strengthen LIFE's graphic presentation for one simple reason: we believe LIFE has increasingly important work to do.

Just a year ago this week, LIFE began a series of articles on "The National Purpose" of the United States. Twelve eminent Americans—including both candidates for the presidency—wrote in LIFE what Americans must do to help our nation make the most of its greatness. Their reflections were diverse and far ranging.

One of LIFE's authors, General David Sarnoff, summed up this way:

"Our message to humankind must be that America has decided, irrevocably, to win the Cold War and thereby to cancel out the destructive power of Soviet-based communism."

Another writer, John Gardner, president of the Carnegie Corporation, struck still another theme:

"The men who founded this nation," he wrote, "knew that in a world largely hostile to the ideas of freedom,

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or discuss
publication
Today

free society would have to prove that it is capable of, and worthy of, survival. The requirement is unchanged today. Free societies must prove their vigor. . . . Above all, they must prove . . . their capacity to achieve excellence." And America seemed to agree. Now that the returns are in and the consensus analyzed, it is apparent to the editors of LIFE that the national goals of our country can be stated in these two propositions:

- 1) Win the Cold War.
- 2) Create a better America.

Can a magazine presume to say that it will help win the Cold War, help create a better America? It cannot presume otherwise. Listen to President Kennedy:

"The great organizations of communication . . . in this country have an obligation and a responsibility unequaled in our national life, and basic to our national future."

* * * *

In its first 25 years LIFE has dedicated itself to enlarging communication among the American people through the revealing power of picture journalism.

Not only was the idea of telling a news story in pictures quite new in 1936 but journalism was the prisoner of professional superstitions. Many of the most significant concerns of human life were things a mass magazine simply wasn't supposed to talk about. For instance: Art—too highbrow; Religion—too controversial; History—too dull; Science—too complicated. These subjects were to be seen or discussed only in the limited-circulation special-interest publications.

Today LIFE is an outstanding reporter on all these

subjects. Week after week LIFE brings beauty and knowledge and understanding to more than twenty million receptive American homes.

In so doing, LIFE has developed a reservoir of experience and technique in the graphic arts of photojournalism which no other publication can draw upon. It has created the world's best staff of photographers, reporters and correspondents, deployed in every important news center of the world. It has devised a production schedule unmatched for speed and geared to the swift interpretation of current events while they are still current.

* * * *

Thus the first 25 years of LIFE.

For the next 25 years, therefore, what better dedication could there be for LIFE than the fulfillment of National Purpose and the pursuit of excellence in our American civilization?

So, for the next 25 years, it is the aim of LIFE to be these things:

- A great magazine of Events and Politics.
- A great magazine of History.
- A great magazine of Religion.
- A great magazine of Science and Nature.
- A great magazine of the Fine and Lively Arts.
- A great magazine of Sport and Adventure.
- A great magazine of Better Living.

In all these things LIFE dedicates itself to being a lively instrument of the National Purpose, to helping the people of America recognize their deepest aspirations and work unceasingly toward that fulfillment.

C. D. Jackson, *Publisher*

LIFE

Handy Kit of Facts About Business Publications

*Selection of business publications
is one of the toughest tasks in buying.*

YOU MAY BE A SPACE BUYER picking all the business publications your client uses. Or you may only make schedules and estimates for the account executive or client advertising manager who passes the list of publications down to you. In either event, the list may require approval by the media director or a senior vice president on your agency's plans board.

And perhaps the client's advertising manager has sought the advice of his firm's sales manager, or must get his treasurer or even his company president to approve this same publication schedule.

And, like industrial space buying, most industrial purchasing is done along similar lines. There may be dozens of decision makers. Your job, as space buyer, advertising manager, or any of the other titles mentioned above, is to find the most direct and effective path to these decision makers—the business executives, engineers, or purchasing agents who have the most to say about buying your clients' products for their firms.

Merely to determine who makes decisions in any given industry or

plant can be an awesome task. But the business publications you use to reach these decision makers are among your most effective allies. Like the Red-Eye missile that combines the foot soldier's aim with an infra-red heat-seeker to chase down strafing planes, business publications combine editorial content and circulation policy to chase down your client's best prospects in industry and the professions.

Just as you are reading MEDIA/SCOPE, so the business executives, purchasing agents, engineers, butchers, bakers, and candlestick makers who want to keep abreast of their fields read the business publications that give them the knowledge to do a better job, at more profit to themselves and to their firms.

Business publications are the "special interest books" that cater to the most special interest of all—the pocketbook interest. For if the reader can get just one usable idea from each issue he reads, it will enable him to do a better job, often faster and at a saving in cost. The man who makes the effort to keep up with the publications serving his calling rarely reads for pure enjoyment. He's looking for ideas—ideas to improve his own efficiency and that of his firm.

Knowing this, the wise advertiser will supplement usable ideas in the editorial content with usable ideas in his advertising message. But if this advertiser, no matter how wise, has a

limited budget, which of the several publications that might logically reach his best prospects should he use?

Basic Questions

Before reaching this decision, suggests A. W. Seiler, president of the Cramer-Krasselt Company, in his chapter on industrial advertising in the "Advertising Handbook," the following basic questions should be answered:

- Who are the potential buyers of your product or service?
- Do they reach their buying decisions individually or in committee?
- Where are they—in concentrated areas, or scattered across the country, or even across the world?
- How can they best be reached and influenced?
- When is the best time to reach these prospects?
- How frequently should they be reached?
- What is the competition doing?

These points suggest the problem of trying to reach these prospects with the most effective, but most expensive means, the personal sales call. The really good salesman is hard to find, costly to train, requires good pay and days off, turns in expense accounts, and, worst of all, can only make a limited number of calls a day. All these drawbacks, of course, are com-

The two preceding discussions in MEDIA/SCOPE's "Refresher Course in Basic Media" concerned "From ROP Color to the Milline Rate" on newspapers (May 1959) and "How to Use the New Radio" (July 1959).

pounded by the time a salesman must spend in transit and in reception rooms.

Standard Industrial Classification

Two guides to the answers to Mr. Seiler's questions are the Government's Standard Industrial Classification (SIC) and circulation statements of applicable business publications themselves.

The SIC system gives each industrial category a numerical designation. The greater the number of digits used, the finer the breakdown. Primary metals, for example, bear the designation 33. But copper and brass foundries are designated 3362. And for each of the 448 industries so classified, the Government lists data on number of plants, broken down by county. Estimates are also available from *Sales Management* for shipments and employment in each SIC industry, by county and plant.

Business publication circulation statements often include breakdowns by SIC classification, as well as by geographic location. Even where SIC is not yet applicable, many provide classifications by brief descriptions of establishments whose management or employees receive subscriptions. An example from a listing for a food service publication shows, among many other descriptions, that its circulation includes "hotels and motels, schools and colleges, hospitals and allied institutions serving resident patients," etc.

Such circulation statements are included in most listings in SRDS "Business Publication Rates and Data," and in publisher's statements submitted by publications to their auditing service. And, of course, publication representatives will brief you on the fine points of their own circulation at the drop of a rate card. Many can even tell you what influence, within each type of business, various titles, from president and purchasing agent to design engineer or shop foreman, have on the purchase of the product you sell.

However, assuming that Mr. Seiler's questions have been answered, here broadly, is the choice of major

classifications among the 2,749 business publications listed in the 1,194 page "Business Publication Rates and Data," published by Standard Rate & Data Service, covering some 159 industries, fields, and professions.

Horizontal and Vertical

There are horizontal business publications, whose editorial content is of interest to a broad field, such as metal working, or even to related segments of several industries. And there are vertical publications, directed to a more select, or specific area of interest within an industry. An example would be a publication directed only to engineers in a particular industry, or another directed only to purchasing executives in a single industry.

But since others are vertical in respect to the purchasing function, but horizontal because they cover purchasing in all industries, "vertical" and "horizontal" are usable terms only when describing individual aspects of specific publications.

As Walter E. Botthof, publisher of *MEDIA/SCOPE*, pointed out in March 1958 *MEDIA/SCOPE*, business publications are becoming so specialized and numerous that these two terms are no longer adequate, and he suggested a further, but still broad classification:

- Technical or industrial publications, directed to persons in business, industry, science, and the professions.
- Professional publications, edited for physicians, lawyers, architects, scientists, sales and advertising executives, etc.
- Institutional papers, designed to reach management and employees of hotels, hospitals, schools, colleges, clubs, restaurants, and prisons.
- Business news publications, giving news and its interpretation to administrative and managerial executives.
- Merchandising publications, directed to dealers, jobbers, wholesalers, and their supervisory staffs.

Among these 2,749 business publications are some whose copies go only to paid subscribers, and others whose circulations are controlled to reach carefully defined audiences in specific

industries or professions, but distributed to these recipients free of charge. These audiences are made up of buying influences useful to the publication's advertisers.

Audits of Publications

The Audit Bureau of Circulations serves 342 business publications with paid circulation. The Business Publications Audit audits 506, of which 23 have been reporting paid circulation. But with the June statements, the 112 with at least 50 per cent of their circulation paid will report it on BPA's new single audit form. The Verified Audit Circulation Company audits 88, some paid, some controlled, and some having a combination of these two types of circulation. It is obvious that many publications are not audited, but some of them provide sworn circulation statements on Standard Rate & Data Service forms.

Basically, audits provide advertisers with proof that the circulations of audited publications actually meet publishers' claims as to "quality, quantity, and detailed breakdown."

Circulation figures and breakdowns of audited publications are submitted twice a year to their auditing services, which in the case of ABC and BPA are non-profit corporations whose memberships include advertisers and agencies, as well as publications.

Member publications agree to maintain their circulation records in a specified way with a number of cross checks. Such checks, of course, help the circulation director prevent discrepancies by keeping his records straight for the auditors who visit his office. These checks, depending on the type of circulation, whether paid or qualified (controlled), include descriptions of how circulation is obtained, lists of stenciled addresses, postal costs, amount of paper purchased, and reports of press runs from the printer.

Objectives and Media Choice

Beyond circulation, which is one item that can be checked, use of business publications is evaluated in relation to the objectives of the advertiser.

(Continued on page 60)

Each dollar you invest
in the Digest lets you

double your



784
per dollar in
Digest



451
per dollar in
Post



386
per dollar in
Look



337
per dollar in
Life

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chances-to-sell tires

Automotive marketers use Reader's Digest to reach their best prospects millions of extra times

Every time an advertisement is looked at, it has a *chance-to-sell*. And there are huge differences in the numbers of *chances-to-sell* that an advertisement gets in leading magazines, according to nationwide research by Alfred Politz. For example, note the typical two-to-one spread in *chances-to-sell* to people in families which recently bought new car tires (as original equipment or replacements):

In the Digest.....	34,119,000
In the Post.....	19,967,000
In Look.....	16,145,000
In Life.....	15,850,000

The number of *chances-to-sell* to these prospects that you get *per dollar* with a 4-color page is illustrated at the left.

And Digest readers are top-quality automotive prospects

A typical Digest issue is read by:

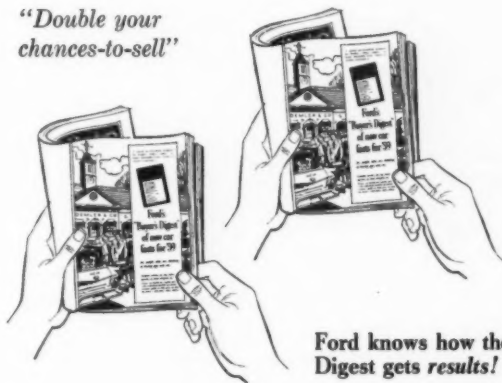
- Nearly 40% of the people in the upper-income third of the country.
- Nearly 40% of the people in families that bought a new car within a recent 12-month period.
- Almost half of all college graduates—people who, on the average, earn twice as much as grade-school graduates.

Whatever product you market, be sure you know your *chances-to-sell* to your own *best prospects*.

What about TV? Because TV audiences have not been measured accurately for proven prospects for

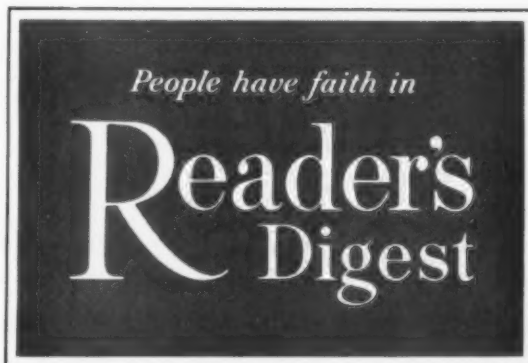
specific kinds of products, comparisons must be based on *chances-to-sell* to the *entire* audience. On this basis, a 4-color Digest page gives you 60,947,000 *chances-to-sell*, or 1401 per dollar. TV provides only 17,419,000, or 613 per dollar (with a commercial minute on the average nighttime network TV program).

"Double your chances-to-sell"



Ford knows how the Digest gets results!

Ford's first detachable, insert-type advertisement in the Digest was removed by over a million readers. Many people appeared in showrooms, bringing the Digest or the insert with them. The results prompted this car maker to run two more inserts in the Digest . . . and, of course, it runs pages and spreads, too.



Handy Kit of Facts About Business Publications

(Continued from page 57)

tising, its timing, particularly when coordinated with other elements of an advertising or sales promotion campaign, and new developments in industry that may mean sudden shifts in the market for your product.

Some industries that were your best customers yesterday may be on the downgrade. But new industries develop with new technology. One or more of these may be your best customers tomorrow. And with every new industry, or even new off-shoot of an established industry, publications change their content to cover these new developments.

When it comes to choosing one or two of several publications apparently serving the same field, some elements to watch are comparative editorial content, circulation trends, methods of obtaining and reporting circulation, and the prestige factor. And, as with any medium, the questions of size of advertisements, repetition, and whether to concentrate advertising in one publication or split it among several must be considered, as well as whether to use the added stopping power of color or of "spectacular" inserts. And, as with any medium, all these questions must be answered with reference to your advertising appropriation and copy message.*

Media Research

To help you determine leadership of their individual publications, many publishers provide results of readership studies of editorial content and of individual advertisements within the publication, and data on percentage of editorial content devoted to primary interests of your primary prospects and on inquiry, or coupon pull.

But, as Howard Sawyer, of Marsteller, Rickard, Gebhardt and Reed, pointed out in his own "Primer on Buying Business Space," (MEDIA/SCOPE, June 1958), "it's pretty easy to rig a survey," and publishers have "their own inquiry-stimulating de-

vices, such as reader service post cards, that can multiply average inquiry production by 10."

Nevertheless, inquiries can provide good sales leads in addition to mere requests from the curious. Such leads can often be followed up to advantage by sales calls, direct mail, or both, in addition to giving you one more yardstick with which to judge different publications or different copy approaches.

Among the most useful types of research that business publications perform are readership studies on individual advertisements in given publications, personal interviews with readers to determine their buying influence, and extensive market analyses of business activity by region and plant in the industry served. A recent major piece of research conducted by a business publisher explores the part played by emotion in industrial buying.

Although industrial use of business publications has been stressed in this discussion, it must be remembered that manufacturers of consumer products use business publications to reach their dealers, distributors, and salesmen. In addition to the advertise-

ments themselves, extra mileage is often obtained by mailing reprints to dealers, and even to the ultimate customer.

Similarly, hundreds of business publications serve such fields as medicine, architecture, and administrative executives in schools, hospitals, government, and the military, where questions of title and of buying influence may not always be so complex as in heavy industry.

Tough Media Task

But, as Rod MacDonald, vice president and media head of Guild, Bacon & Bonfigli, told the National Business Publications' session in San Francisco, "This selection of business publications, to do a very specific type of job, is probably one of the toughest. We're not talking about the large markets you talk about in mass media. We're talking about quality and location of market, which is very important, but restricted in numbers.

"Yet, to do the best job for the market, to reach the market, we probably have to do more thinking, more digging, more reviewing of information, than in expending budgets of a larger size in other directions."

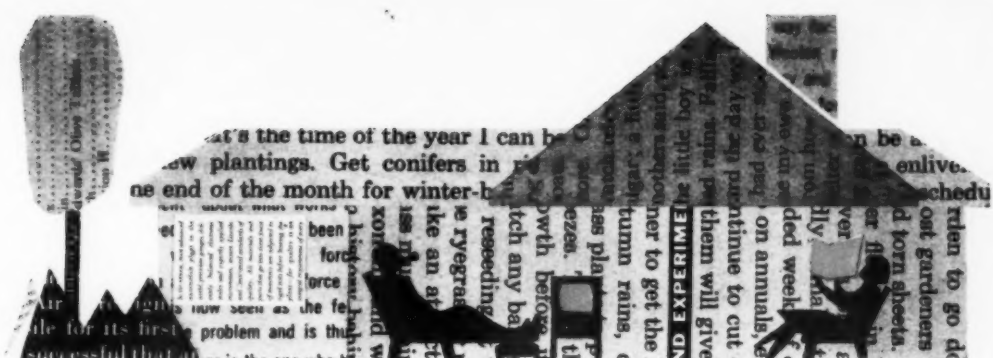


"OF COURSE, WE CAN ALWAYS TRY A SATURATION PACKAGE WITH, SAY, TEN TOWN CRIERS."

*For a complete list of factors involved in selection of business publications, see Media Buyers' Check List, MEDIA/SCOPE, December 1960.

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What's your combined magazine/tv audience?

Magazine and tv audiences can complement each other or produce desired overlap. It all depends on the right combination.

Answers to such questions are basic to sound advertising strategy. The only way to get these answers is to measure magazine and television audiences *in the same homes*.

Nielsen Media Service does exactly that... for the first time... on a continuing basis... using industry-accepted techniques... for agencies, advertisers, and publishers.

FOR ALL THE FACTS

CALL . . . WIRE . . . OR WRITE TODAY

NEW YORK 22, NEW YORK
575 Lexington Ave., MUrray Hill 8-1020
CHICAGO 45, ILLINOIS
2101 Howard St., HOLlycourt 5-4400
MENLO PARK, CALIFORNIA
70 Willow Road, DAvenport 1-7700

Nielsen Media Service

providing actionable facts on magazine/tv audiences for marketing decisions

C. Nielsen Company • 2101 Howard Street, Chicago 45, Illinois • HOLlycourt 5-4400

1208

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Californian Heads ABP

Associated Business Publications reached all the way across the country from its main office in New York to tap William B. Freeman, president of Miller Freeman Publications, San Francisco, as its new chairman. In so doing it also reached across competitive battle lines within the field to select a publisher of both paid and free circulation publications.

Mr. Freeman believes that "there

are virtues in both paid and free circulation methods that should be espoused"; but he sees no reason for internal strife on this matter in the industry. "We at Miller Freeman have BPA books and ABP books," he points out. "There are some fields in which controlled circulation makes sense—especially in fields where the buying units are small in size and large in numbers."

The much more important subjects to ABP members, he believes, are the traditional objectives of the association: to foster product improvement and to foster increased advertiser acceptance. In this latter activity, Mr. Freeman expects to make many personal calls on key users of business papers. Disclaiming any ability as a public speaker, he plans to participate personally in the quiet campaign that ABP has been waging for many years under the direction of William K. Beard to acquaint business paper buyers individually with the true values of business paper media.

Mr. Freeman's own business, which he directs with his brother (Miller Freeman, Jr.), is a uniquely diversified

CHURCHES • SCHOOLS • INSTITUTIONS • SCHOOLS • INSTITUTIONS • CHURCHES

THE
PROTESTANT
RELIGIOUS
MARKET



Comprehensively covered by

CHRISTIANITY TODAY

and offering you:

1. The best church coverage—180,000 ministers and lay leaders—all primary buying factors. . . .

2. The best readership—research indicates 81%—far beyond competition. . . .

3. The best educational and institutional coverage—reaching both the executives and board members individually. . . .

4. The best climate—you share CHRISTIANITY TODAY'S outstanding editorial prestige. . . .

Send today for brochure, "The Protestant Church and Institutional Market" containing pertinent information, plus circulation analysis, rates and data on

CHRISTIANITY TODAY

Washington Building, Washington 5, D.C. DEPT. M



ABP's Freeman: "More personal calls in behalf of business papers everywhere."

fied organization with publications placed as closely as possible to the markets covered: lumbering in Portland, Ore.; paper industry magazines in New York where the headquarters offices tend to be situated; a magazine for West Coast yachtsmen (Sea) in Los Angeles; others similarly dispersed in the United States and overseas. His experience indicates that the more intimately associated with the businesses covered, the better the editorial products.

Of his own five sons, two are in the business paper field—one (Leigh) with Miller Freeman in Portland, and the other (Marshall W.) with McGraw-Hill in Los Angeles. True to the California traditions of outdoor living, his hobbies are golf, gardening, photography, power-boat cruising on Echo Lake in the mountains near Lake Tahoe, and diversified magazine publishing—all of which keep him a tanned, trim, tall traveler in whose schedule national coverage in behalf of ABP's 169 members will find a natural place.

FOCUS ON THE RIGHT INCOME AND EDUCATION...

In 1960 ARB reported - WNEW-TV reaches 100% of the greater New York market! Now, in a special qualitative study, ARB reports that the audience of independent WNEW-TV is comparable in terms of Income and Education to the audience of the leading network television station in New York.

WNEW-TV
METROPOLITAN BROADCASTING

INCOME-HEAD OF HOUSEHOLD

\$11,000 & OVER	2.7
8,000-11,000	13.9
5,000-8,000	41.5
3,000-5,000	38.3
UNDER 3,000	3.6

EDUCATION-HEAD OF HOUSEHOLD

COLLEGE	20.6
HIGH SCHOOL	68.8
GRAMMAR SCHOOL	10.6



The Voice of the Rocky Mountain Empire

★

THE DENVER POST

HOME EDITION

Denver, Colo.—Climate Capital of the World

Vol. 69, No. 288

5 Cents, 60 Pages

Martin-Denver Plant To Expand Space Arm

The Martin Co. shortly will begin a major expansion of its Denver Division space research and development program, company officials announced Saturday.

Dr. W. L. Whitson, Martin vice president, said the build-up is intended to give Martin-Denver the lead in the space systems industry.

The first step in the build-

up, he said, will be the establishment of a new research department within the advanced programs department.

Dr. William H. Clohessy, manager of research for Martin, will head the new department, Whitson said.

He said the Denver Division's space program—spearheaded by its advanced programs department—now is prominent in the

missile and space industry "but in the future we intend to lead the way in space science and technology."

"It is appropriate that Dr. Clohessy will direct the expansion of the research department," Whitson said. "He has been an outstanding leader in our research in the past, and I consider him an ideal choice to guide the new department in the future."

Clohessy, 38, received a Ph.D. degree from Cornell University in 1948. He was a university instructor until 1952 when he entered the missile field, becoming chief scientist at the White Sands, N. M., proving ground in 1957 shortly before he joined the Martin Co.

Whitson said mathematicians, physicists, propulsion engineers and specialists in space research will conduct research and theoretical studies anticipating future requirements of space and weapons systems in the new department.

Among the programs to be studied, he said, are ways and means of testing nuclear rockets engines in flight and the development of space vehicles for use as ferry craft, rescue work and satellite maintenance.

Further changes in the advanced programs organization will be announced in the future, he said.

3,500 ATTEND

Scientists At Joint Convention

More than 3,500 earth scientists and their wives are registered for a convention at the Denver Hilton Hotel through Thursday.

The joint annual convention of the American Assn. of Petroleum Geologists and Society of Economic Paleontologists and Mineralogists officially opened

Real Estate Set Record



2 Million Visitors Expected

The \$136 million U.S. Air Force Academy, which is in the fall, is expected to attract more than 2 million visitors to the nation's newest service academy, near the greatest tourist attractions and an easy

AF Academy Preparatory School

By TOM GAVIN

Denver Post Staff Writer

The Air Force Academy near Colorado Springs will open its own preparatory school in September to help enlist men qualify for admission as Academy cadets.

Permission to establish the school was received by Academy officials Saturday from Air Force headquarters in Washington.

The school's one-year course will provide intensive brush-up instruction in language, literature, algebra and geometry.

5 Exchanges Testify to

3 FOR AREA

'Super Department Stores' Chain Slated

A Colorado corporation has been formed to build a chain of three self-service "super department stores" in the Denver metropolitan area.

The company is Fan Fair, Ltd., headed by Jacques H. Adler of 130 E. 10th Ave., owner of a wholesale jewelry firm with outlets in California, Indiana, Illinois, Wisconsin, Florida, San Juan, Puerto Rico and Antwerp, Belgium. The headquarters is at 1615 California St.

A modernistic thin-shell concrete building to house the first of three Fan Fair department stores is under construction at 333 Havana St. in Aurora's new Eastland Shopping Center.

Adler said Saturday the three identical department store structures will cost an aggregate of \$7.5 million when completed and stocked.

● Adler said the first unit in Aurora will be opened this fall to serve the entire East Denver area.

● The second unit will be at 3055 S. Sheridan Blvd., adjacent to the Sheridan Southwest Shopping Center. Adler said it will open early in 1962, serving the southwest metropolitan area, Lakewood, Englewood and Littleton.

● The third unit, to be opened in the fall of 1963, will serve the northwest metropolitan area, including Arvada, Wheat Ridge, Westminster, Thornton and Boulder.

The shell concrete buildings were described by Milo Ketchum of Ketchum, Konkel & Hastings, consulting engineers for the project, as "unique and ultramodern."

Al Cohen Construction Co., the firm which built the 888 Logan luxury apartment house and the four-story Cherry Creek Medical Building, is general contractor for the three Fan Fair buildings.

Subdivision Started By Regue Homes, Inc.

Real Estate Loans Aids for Area

3-Month Total Aids Building

By WILLARD HASELBUSH
Denver Post Business Editor

The Denver area's 1961 construction boom has set another record.

Figures released Wednesday by Lloyd Hughes, president of Title Guaranty Co., disclosed that new real estate loans in the five-county metropolitan area grossed \$130,665,935 during the first three months of the year.

That's an increase of 20.5 pct. over the first quarter of 1960 and a new high for the period.

The increase in mortgage loan dollar value—which directly reflects construction activity—was reported in all five of the metropolitan area counties.

Hughes said the number of loans for the period increased 13.5 pct., 9,071 this year compared with 7,993 for the first quarter last year.

Jefferson County is the pace setter for the increased building activity in the area. Total dollar value of new loans in Jefferson County up to April 1 was \$28,747,820—an increase of 39 pct. over the first quarter of 1960. The number of loans increased from 1,216 to 1,673, a jump of 37.6 pct.

Boulder County also has a construction boom. Dollar value of loans in the first quarter this year increased 32 pct. over the 1960 level to \$11,540,592. The number of loans, at 875, was up 25.2 pct.

Arapahoe County showed an increase of 27.5 pct. with a total dollar value of \$27,777,124. The number of loans was up 21.3 pct. to 1,818.

Adams Shares Boom

Adams County showed a gain of 9.2 pct. with a dollar value total of \$18,371,707 compared with \$16,826,082 up to April 1 last year.

Denver County also showed a gain. Dollar value of loans

Bank Debits Up 13 Pct. in March Over '60 Level

Denver business activity in March and the first quarter, as evidenced by bank debits, topped the 1960 performance by a substantial margin.

Debits here were up 13 pct. to \$1,698,756,000 for March and were up 13 pct. to \$4,662,978,000 for the first quarter, according to the Kansas City Federal Reserve Bank.

The Denver performance outstripped that of the 10th Federal Reserve District as a whole, which was 8 pct. ahead of 1960 for both the month and quarter. District debits were up to \$6,763,675,000 for March and up to \$27,736,799,000 for the first quarter.

Greeley, Colo., turned in one of the best marks in the district with debits up 20 pct. to \$62,415,000 for March and up to 24 pct. to \$181,388,000 for the first quarter.

Debits are all checks drawn on banks.

Incomes

A few papers anywhere cover
their home city and trade area as
effectively as the Denver Post

sell the

GROWTH MARKET

of the West

through

one of America's

great newspapers

Editor and Publisher: PALMER HOYT
Represented Nationally by:
MOLONEY, REGAN & SCHMITY, INC.

CIRCULATION

Daily	265,980
Sunday	348,937
Empire Magazine and Comics	367,168

A. R. C. Publisher's Statement

March 31, 1961

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preparatory school
during 1961, making
one of Colorado's
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460; Majestic Savings & Loan,
\$1,078,356; Van Schaack & Co.,
\$1,059,450, and Kassler & Co.,
\$1,022,220.

lumbia, \$3,000; Con-
\$2,871, and Nevada, \$2,854. The
national average was \$2,242.
The gross personal income
in Colorado for 1960 was
\$4,046,000,000, up \$369 million
from 1959, or 9.2 pct. The na-

All stories in this advertisement are repro-
ductions of news items which appeared
in regular issues of THE DENVER POST.

MARKET POWER: CHICAGO

will help your
advertising WORK
—more efficiently,
more productively,
more economically



In today's costly and competitive marketing, how do you deal with the Gordian knot of media evaluation?

Do you try to unsnarl it by comparing circulations (or ratings)? Or do you slash away at the tangle with a sharp-penciled cost-per-thousand approach?

Sound media judgments require something more—some insight into the qualitative factors which make one medium a better buy than another. This is especially true in a market like Chicago where extra advertising effort is required to develop its greater sales potential.

The Chicago Tribune delivers the largest circulation of any Chicago newspaper at milline rates which are among the lowest in the nation. Still it recognizes the need for precision tools to measure advertising efficiency. It is to supply these tools that the Tribune has conducted and published a new research study entitled, **MARKET POWER: CHICAGO**.

Based on 5,666 interviews in 2,956 city and suburban households, **MARKET POWER** is probably the most complete

study of its kind ever made in the Chicago market. It is an objective appraisal of all Chicago newspapers, three Sunday and four daily, in terms of:

PEOPLE, the audience composition of each paper.

PURCHASERS, the buyer coverage of each paper.

CHOICE, the consumer's stated preference for a particular newspaper when seeking buying information.

COST, a detailed examination of rates and milline rates as applied to circulation and coverage of households, housewives, men, women and adults.

Though **MARKET POWER** sheds new light on the Tribune's stature in Chicago, there's much more to it than a leadership story for the Tribune. Its 70 pages are packed with facts about the Chicago market and its newspapers; about Chicago families and their buying behavior. For whatever product or service you sell, **MARKET POWER** can help you increase the efficiency of your advertising dollars in the Chicago market.

This research study will not be mailed, but copies are available to advertisers and their agencies from Chicago Tribune representatives. Why not call yours today?

CHICAGO
Chicago Tribune
436 N. Michigan Ave.
SUperior 7-0100

NEW YORK CITY
Chicago Tribune
220 E. 42nd St.
MUrray Hill 2-3033

DETROIT
Chicago Tribune
1916 Penobscot Bldg.
WOodward 2-8422

SAN FRANCISCO
Fitzpatrick Associates
135 Montgomery St.
CArfield 1-7948

LOS ANGELES
Fitzpatrick Associates
3480 Wilshire Blvd.
DUnkirk 5-3857

EUROPE
Mortimer Bryans
3 & 5 Warwick House Street
London, S.W. 1,
Transitex 2488-2

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER



THE COLOR EXPLOSION In Newspaper Advertising

PART 1 OF A THREE-PART SERIES ON COLOR IN ADVERTISING

- ☐ *ROP color spreading, with 1,042 newspapers, reaching 92 per cent of families, carrying at least one extra color.*
- ☐ *Color preprints, or Hi-Fi color, now accepted by 1,400 dailies, and said to be newspapers' answer to magazine color advertising.*

IN 1957, Faber Birren, author of "Selling Color to People," noted that very little information on color effectiveness was available. "Few tests of color effectiveness," he said,

"are run any more, for the simple reason that the advertising world no longer questions the value of color."

Whether or not a value of color is questioned, costs are. And the avail-

ability of color is greater than four years ago. With many media now offering color for the first time, the research material on effectiveness of color advertising now is plentiful.

POINTS ON ROP COLOR

1,042 papers offer one extra color; 553 full color.

ROP color has increased 379 per cent since 1951, against 131 per cent for black and white.

Available any day of week.

Retailers may pass national advertisers in use.

Major use to build package identification.

Leading product classifications are tobacco, dairy products, meats and fish, bakery products.

One extra color adds 21 per cent to black-and-white cost; two colors, 31 per cent; three colors, 37 per cent.

Surveys show added readership, retention values, and sales results from use of color.

Medal Flour in the Washington Post. It used black and white, black and one color, and black and three colors. Addition of a single color cost 11 per cent more than black and white. Coupon returns rose 28 per cent. Three colors cost 24 per cent more, delivered 79 per cent more coupons.

The *Post*, incidentally, publishes a "Color Data Book," listing 345 newspapers offering color in each of our 247 Standard Metropolitan Statistical Markets. For each market, the *Post* gives SRDS consumer market data, circulation of listed papers, costs per thousand for black and one color and for black and three colors, and availability of volume discounts.

Costs Vary Widely

Costs, as this book shows, vary widely.

Among the 253 listed papers offering four colors, the costs per thousand ranged from a low of \$3.36 (for a tabloid) up to \$37.55. The spread was from \$2.19 per thousand to \$18.44 among the 345 papers offering one extra color.

Reasons for this wide differential from paper to paper include different manpower requirements of various union contracts where color is added and differences in capital investment in color equipment. In general, says Newspaper Color Advertising, Inc., the added cost of newspaper color over black and white averages, for a full page, to—

One extra color adds 21.3 per cent to black-and-white cost.

Two colors add 30.6 per cent.

Three colors increase cost 37.4 per cent.

These are averages for all papers offering color. The premium in smaller newspapers is considerably higher than for the larger. It is also higher for 1,000-line advertisements and smaller space units.

Addition of three colors to a list of 70 papers in the top markets could add a premium of only 24 per cent.

While some publishers say that even a relatively higher color premium for units smaller than 1,000 lines fails to meet the added cost to the newspaper, Four Roses reports "excellent response" to its effort to

DEFINITIONS OF TERMS

ROP—Initials of "run of paper." Refers to advertising placed anywhere in regular sections of a newspaper.

ROP Color—Any form of color printed by newspapers during regular press run on standard newsprint on regular rotary presses. Includes spot color and process color.

Spot Color—Black plus one to three of the three primary colors, applied without halftone screen. Black and at least one color now available in 1,042 newspapers.

Process Color—Full color, or use of black and usually three other colors, using halftone screen. Now available in 553 U.S. newspapers.

Hi-Fi—Contraction of "high fidelity," designating true reproduction of sound or color. Term widely used by manufacturers of many products to indicate high quality. In newspaper color, refers to true-to-life color reproduction attained by use of roll-fed preprinted color inserts.

Color-i—Written Color-i, a combination of "color" and the "i" of "insert." Term developed to designate roll-fed preprinted inserts and thus avoid confusion with Hi-Fi, used for everything from record players and musical tones to vacuum-cleaner bags and high-filtration cigarettes.

schedule 1,200-, 800-, and 600-line units in papers on its basic list. After some negotiating, 52 of the 88 papers approached agreed to carry the smaller color units.

Color Mats Available

Best results from ROP color require highly skilled technicians, and not all papers running full-color have equipment to turn out the engravings

and matrices. One factor in the tremendous increase in retail color advertising is the growing availability of color mats that are offered free to retailers by manufacturers and industry associations. Among the services producing printing materials for these groups are the Milwaukee *Journal's* Color Service, California Packing Corp. of San Francisco, and Sta-Hi Color Service, Fullerton, Calif.

A sidelight on the use of such services was the experience of Pepsi-Cola's bottler mat service. In 1954, Pepsi's Des Moines bottler ran full color in the *Register* and *Tribune*. Because of the papers' reach throughout the rest of Iowa, other bottlers in the state benefited, too, "to the vast annoyance" of the Des Moines bottler who had paid for the space.

His grievance caused Pepsi to break down the newspaper's circulations by bottler territories and allocate advertising costs accordingly, so that each of the other bottlers would have to pay his share. Since 1954, Iowa's Pepsi bottlers have enjoyed a cumulative sales gain of 165 per cent.

Advertisers using ROP color to advantage in unusual ways include Chevrolet, which has run advertisements in Canadian newspapers using fluorescent ink. Still another company is said to specify positions for its black-and-white messages opposite others in color, paid for by other advertisers, to take advantage of color's stopping power.

Success stories from advertisers using newspaper color are available from Newspaper Color Advertising, Inc., and from ANPA's Bureau of Advertising, source of the "Continuing Study of Color Advertising Readership." This is a collection of advertisements with readership scores.

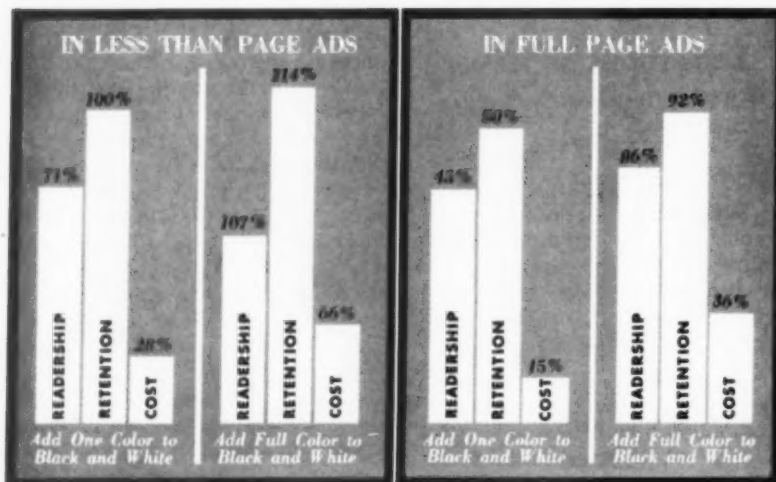
Retention Values

Several studies have been made that show added retention values resulting from use of color.

Notable among these is the Milwaukee *Journal's* "Coloroptics," reporting on 25 split-run tests. These tests measured retention five days after publication among 3,600 respondents, split between men and women, and proportionally between those receiving color impressions and

COLOR EXPLOSION...

(Continued)



THE HOUSTON CHRONICLE retained Publication Research Service of Chicago to measure the effectiveness of color in three issues of that newspaper. Personal interviews were conducted among 3,600 readers of three issues, and the results published in a booklet, "Color in Action," from which the chart above is reproduced.

those exposed to black-and-white advertisements.

Another is the Houston *Chronicle's* "Color in Action," measuring retention two, three, and five days, and even a month after perception, based, again, on 3,600 personal interviews. One color advertisement, tested nearly one month after publication, showed that 53 per cent of the men and 69 per cent of the women still remembered seeing it. Further, color added 75 per cent to women's readership of advertisements that appealed primarily to men, and 73 per cent to their retention. Men's scores in respect to advertisements appealing to women jumped even more dramatically, 118 per cent and 186 per cent, respectively.

A subsequent study by Carl J. Nelson, who undertook the *Chronicle* study, involved 40 interviews in each of 14 cities, and showed similar increases in readership and retention of color advertising in units less than a full page.

Another study, for Sawyer-Ferguson-Walker, tested a split-run page for Kraft Foods in the Battle Creek (Mich.) *Enquirer & News*. It found that readership of the headline in the color message was 88 per cent greater, that of the copy 120 per cent greater, and that of the illustrations averaged 73 per cent greater, all for a color premium of 43 per cent.

Sales Effectiveness

But it was the Long Beach (Calif.) *Independent* and *Press-Telegram* that linked added color to added sales. "Stick to the Cash Register" reports sales over a two-days' period in stores as nearly identical as possible in size, location, volume, and type of merchandise sold. Split-run advertisements for the same merchandise sold by these competing retailers in various categories used the same copy and illustration in black and white for one, black and one color for the other. **Sales advantage for color ranged from 7 to 83 per cent. Average sales increase of the six tests came to 50.6 per cent.**

The Richmond (Va.) *Times-Dispatch* and *News Leader* offer a test of newspaper color for a magazine advertiser. All the advertiser has to do is supply engravers' proofs of his magazine advertisements and \$1,500 to \$1,600, depending on size, to cover the cost of converting the magazine advertisement to newspaper usage.

Further data on newspapers carrying ROP color can be found each month among the service pages of SRDS's "Newspaper Rates and Data." These include listings of newspapers accepting color by size of city zone population, by state, and by newspaper group.

Newspaper Color Advertising, Inc.,

has made "depth studies of how different products have capitalized on color's impact in a variety of marketing situations." Purpose, says NCA, is analysis of cause and effect of color advertising, relating its use to "such facets of media strategy as merchandising, or sustaining use in a basic media plan."

COLOR PREPRINTS

What one enthusiastic agency man calls newspapers' "answer to magazines in general, and to their regional editions in particular," is the color preprint, often dubbed "Hi-Fi Color" or "Color-i."

It is estimated that some 1,400 of the 1,728 dailies in the U. S. now accept preprinted inserts. One survey, by SRDS, is now under way to find out the exact number. This is a task, since the figure gets larger by the week.

Cost of these preprints can run from 60 to 100 per cent greater than that of spot color in the same number of papers. This hasn't stopped more frequent appearance of the inserts since the first "Hi-Fidelity" page for General Foods and Moore-McCormack Lines ran in June 1958.

Many major advertisers are exploring the medium, and such giants as Procter & Gamble and Lever Brothers have already tested the preprints in various markets, and are expected to expand their use of the high-quality color carrier soon. Automobile manufacturers, too, have expressed interest, and inquiries have been received concerning runs of up to 50 million inserts.

At this writing, no retailer had reported using color preprints, but several are thought to be considering them. One Eastern food chain is reported thinking about a Color-i spread for its private label brands.

Printing in a Central Plant

Unlike ROP color, usually printed by the newspaper from plates or mats sent by the agency or advertiser, preprints, as the name implies, are printed by gravure in a central plant. They come off the presses onto rolls which are then shipped to each news-

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paper on the schedule. There they are placed on regular press spindles and fed into the newspaper during the normal high-speed press run.

This means that the advertiser or agency has arranged for production, stock, and shipping, all handled by the central printing plant, before the newspapers even see the rolls. The agency supplies the printer with negatives, positives, and engravings. Cost of these three items will generally be in the neighborhood of \$5,000.

As for space charges, most newspapers charge the earned black-and-white rate. Others still charge a premium. The New Orleans *Times-Picayune*, for instance, at first held out for the two-page rate of \$4,800 for an insert, considering the reverse of the page unusable for another advertiser (although several other newspapers and advertisers look upon this as a favored position). Later, the paper reduced its charge to \$3,120, representing the black-and-white rate plus the four-color premium.

An increasing number of newspapers go the other way, on the theory that they're getting free paper plus a top-quality attention-getter. They grant rebates, ranging from 75 cents to \$2.00 per thousand inserts.

Take a look at the cost chart which is based on fall 1960 rate cards and newspaper combinations providing 50 per cent minimum gross household coverage in each market, (table 2).

Production costs in this chart were

Table 2
BUDGET REQUIREMENTS FOR PREPRINT FOUR COLOR IN NEWSPAPERS

	Top 100 Mkts. 124 Newspapers 25,034,000 Circ.	Top 75 Mkts. 99 Newspapers 22,509,000 Circ.	Top 50 Mkts. 71 Newspapers 19,461,000 Circ.	Top 25 Mkts. 40 Newspapers 14,454,000 Circ.	Top 10 Mkts. 23 Newspapers 10,420,000 Circ.
SPACE COSTS. At 2,400 lines B/W open rates before volume discounts and rebate for paper.					
	\$185,000	\$164,000	\$136,000	\$102,000	\$68,000
	CPM \$7.45	CPM \$7.25	CPM \$7.00	CPM \$7.05	CPM \$6.55
INSERT COSTS. Preparatory and printing at \$8.00 per thousand, including 15% commission.					
	\$280,000	\$250,000	\$217,000	\$161,000	\$115,000
	CPM \$11.20	CPM \$11.20	CPM \$11.20	CPM \$11.20	CPM \$11.20
TOTAL COST					
	\$465,000	\$414,000	\$353,000	\$263,000	\$183,000
	CPM \$18.65	CPM \$18.45	CPM \$18.20	CPM \$18.25	CPM \$17.75

deliberately kept high to allow for contingencies, so totals are on the high side. Production costs per market remain steady as they are spread over more markets, but total cost per thousand rises with number of markets used because of higher milline rates in smaller newspapers.

Advantages of Preprints

Major advantage of the color preprint is summed up by the agency man who took a long look at a recent

Goetz Beer preprint and remarked, "That's enough to make a drowning man thirsty."

Quality color, of course, is worth more to some products than to others, particularly with ROP color so widely available. Preprints, for example, can be worth more to an advertiser such as Peter Eckrich & Sons, competing against larger firms who can afford much more ROP frequency than this Fort Wayne packer of specialty meats.

Again, a four-color ROP picture of

POINTS ON PREPRINTS

Color preprints often called Hi-Fi Color or Color-i.

1,400 of the 1,728 dailies now accept color preprints.

Preprints prepared in a central plant, come off presses in rolls which are shipped to newspapers.

Cost can run from 60 to 100 per cent higher than that of ROP color.

Most newspapers merely charge black-and-white rate.

Principal advantage is high quality of

color reproduction, challenging the consumer magazines in this area.

Surprinting enables advertiser to tie in with local dealers.

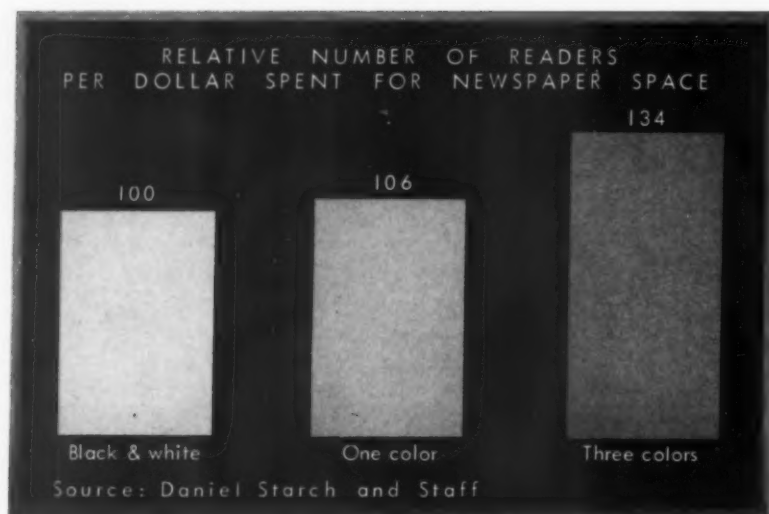
Generally available only in full-page sizes, eight weeks between time ordered and publication.

Most newspapers accept them on only certain days of the week.

SRDS to publish rates, days preprints accepted.

COLOR EXPLOSION...

(Continued)



hamburger in one paper can make your mouth water, while another paper can take the same plate and make the hamburger look like pink spaghetti. For the prestige advertiser, the uniformity of preprints is assuring. The Modess image, created by the finest magazine color, is maintained locally in newspapers with the help of preprints.

Preprint representatives even speak of their medium in terms of creating an "efficient direct mail piece, delivered by newspapers at less than the cost of postage."

Agency men, too, see advantages, especially through surprinting (or "overprinting" as it is sometimes termed) of special localized copy—dealer listings, and even coupons tied in with specific retailers or chains—by the newspapers and used for testing. Surprinting also takes some of the disadvantage from the "wall-paper," or continuous-design effect, necessary to combat the "creepage" problem, since it permits required positioning of special headlines and copy.

Problems With Preprints

As in any new development, there are growing pains, and here are some of the problems, in addition to cost, of working with preprints:

First, they can only be had in full-page sizes.

Then, preprints require at

least an eight-weeks' closing date between the time ordered and date of first scheduled appearance. This includes three weeks between reception of art work by the printer and actual printing. After that, one must allow for shipping time from the printer to the most distant newspaper on his list.

However, once a supply of finished rolls is ready, the advertiser has a good deal of flexibility in scheduling individual papers, as, for example, when promoting anti-freeze or sun tan lotion, by region and date. Once the rolls are printed, a one-week's closing will do.

In a way, the eight-weeks' requirement can be an asset. It forces early planning, often needed to assure well-stocked shelves in anticipation of the heavy consumer demand that has resulted from use of preprints by many advertisers.

A small disadvantage is the reluctance of a few papers, among them the *Milwaukee Journal*, *New York Times*, *Buffalo News*, and *Worcester Telegram and Gazette*, who won't accept preprints, sometimes because of their heavy investment in ROP color facilities. But the complaint is minor, since most of these newspapers offer the finest in ROP reproduction, which is what advertisers seek in preprints.

Moreover, for the great majority of papers, preprints may be accepted only on certain days of the week. They are usually un-

available on food days and similar busy occasions when all presses are tied up with collect runs. By the same token, however, because one preprint uses the spare unit, the difficulty becomes a blessing for the advertiser who does get his insert in. He's the only one who's in that day, and dominates the edition.

A preprint for Peter Eckrich & Sons in the July 1960 issue of the *Grand Rapids Press* garnered a 3 per cent better noted score than the front page. However, there was no other color in the issue. In one where there was, a Clairol preprint in the *Cleveland Press* and *News* scored 81 per cent noted, against 63 per cent for a full-page, ROP, four-color, local, price advertisement.

Other preprint problems include meeting rescaling needs of tabloids and other non-standard size newspapers, and coverage needs for possible higher press runs in case of a big news break on the day of the preprint's scheduled appearance.

Help From SRDS

Finally, there's that old bugaboo of any new medium, no hard and fast rules on acceptance and rates. Relief, however, may come, when more advertisers, more agencies, and more publishers find out what the other papers are doing. They can find out this month, when SRDS's "Newspaper Rates and Data" carries its first table giving rates, days preprints are accepted, and other information on newspapers taking preprints—or at least on those returning a special SRDS questionnaire.

Help, too, is available from Preprint & Publishing Service, Inc., formed last summer to develop the concept of roll-fed color preprints in newspapers. This firm will arrange for central printing and shipping of preprint rolls, and provide agencies with a single cost estimate for any number of newspapers and information on acceptance dates and advance time required for scheduling.

Also, in the process of formation by three major representatives, The Branham Co., The Katz Agency, and Moloney, Regan & Schmitt, Inc. is Preprint Development, Inc., now asking

every newspaper in the country for permission to represent them for color preprints and for custom supplements (multi-page inserts). New firm will, in these two specialized areas, offer advertisers for the first time a chance to place one order and receive one bill for space in any number of newspapers anywhere in the country. The company will contract with Preprint & Publishing Service to increase its efforts to convert advertisers to the new medium.

Publishers as well as advertisers find advantages in accepting color preprints. In addition to carrying a feature that draws attention and challenges magazine reproduction standards, even on weekdays, many publishers find preprints profitable. This is because some of their own most expensive operations, such as stereotyping and composition, are eliminated, or at least shifted to the printer who is paid by the advertiser. The only profit disadvantage to publishers appears to be that of running an extra unit at one-quarter of its capacity, using but a single page, rather than a four-page width roll. Most union contracts call for an extra man to watch the extra unit.

More Advertising for Newspapers

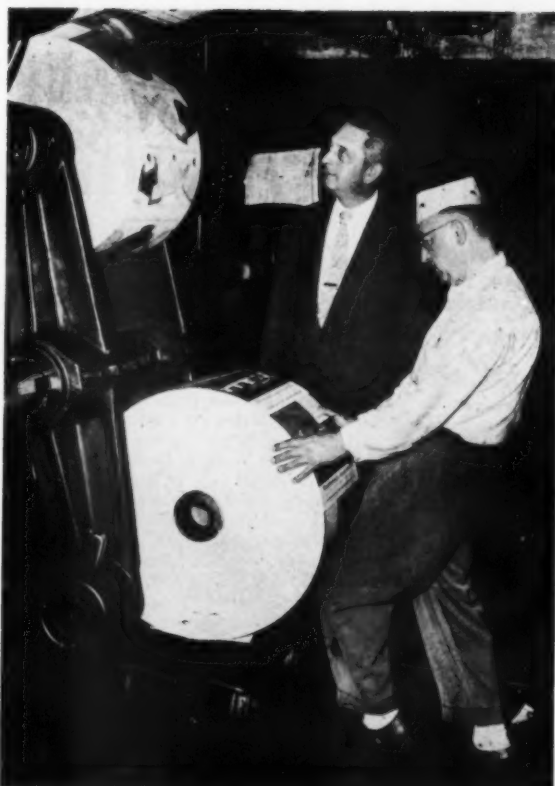
To the newspaper industry as a whole, both preprints and ROP color are a major means of making the product more attractive to advertisers, simply because they make the advertisers' products more appealing to consumers. One representative estimates that 60 per cent of the dollars advertisers have invested in preprints to date would never have gone into newspapers.

By April 18, advertisers this year had placed color preprints in papers covering a circulation of 130 million. One agency estimates that 1961 use of Hi-Fi will be "at least 25 per cent above 1960 activity."

Prospects for color preprints include introduction of electronic equipment permitting register of illustration as well as of copy.

The New York News is planning to run such a preprint experimentally in its forthcoming edition. It will use these electronic controls to banish

PREPRINT READY TO ROLL. Pressman installs color rolls in New York World-Telegram "reel room." Color rolls are rewound on press spindles which feed insert sheet into newspaper during regular press run. This preprint, with Jell-O advertisement on one side and Moore-McCormack on the other, was prepared for its clients by Young & Rubicam, using a "Hi-Fidelity Newspaper Color Process" developed by the agency with the assistance of Eastern Colortype and Safran Printing Company. The campaign was run in five newspapers in June 1958.



COLORFUL CHOCOLATE PIE. World-Telegram pressman inspects position of inserts and admires colorful chocolate pie advertised.

“...one human life is worth considerably more than 2077 bottles.”

—Petition filed with the I.C.C. by four railway brotherhoods, as quoted in *Traffic World*

Historically, organized labor has regarded technological innovation with mixed emotions and, particularly in the transportation field, has often resisted such innovation with well-reasoned arguments focussed on employee safety. Thus, in their strongly-worded petition the Brotherhood of Railroad Trainmen, the Order of Conductors and Brakemen, the Switchmen's Union of North America, and the Brotherhood of Railway Carmen of North America asked the Interstate Commerce Commission to investigate the "unsafe character" of certain newly-developed box car equipment and to take action to prevent the use of "such unsafe equipment" on American railroads.

Outstanding feature of the new equipment was protection of fragile loads; the example used in advertising — and cited by the unions — was an impact test where only 19 bottles were broken, as contrasted with 2096 bottles broken in a standard box car under similar operating conditions. The unions argued that the sliding drawbar used to achieve this shock protection created hazardous working conditions for train crews and therefore should be prohibited.

The still-pending hearing on the unions' petition is sure to add to the heat already generated by the still unsolved "featherbedding" problem. And it will take its place alongside other transportation labor union news of recent months: wives of truckdrivers picketing an ICC hearing in Kansas City to protest rail piggybacking of automobiles; air line pilots and flight engineers striking in protest against an NLRB ruling; refusal of South American longshoremen to handle U.S.-originated containerized cargoes.

And whether 2077 unbroken bottles represent a labor problem or a technological breakthrough, or both, many other issues will be involved; the public policy of protecting the

interests of each competing mode of transport while encouraging technological development and promoting the common carrier system as a whole; the need for maintaining certain little-used common carrier lines for standby use in emergencies; protecting the interests of small shippers and those in remote locations — all these are at stake in almost every major transportation issue that arises.

The managements of common carrier railroads, truck lines, waterways operators and air lines — and the transportation executives of the industrial firms whose freight provides 90% of the carriers' revenue — have in these matters a community of interest with the government authorities charged with maintaining the competitive balances and equities of the national transportation system.

This triumvirate of carrier officials, industrial traffic executives and government regulatory officials constitutes the transportation management group. Responsible for far-reaching financial decisions and for large annual capital and budgetary expenditures for transportation equipment and services, this group can be defined most concisely in terms of its interests in all facets of the transportation complex.

Serving the extensive and highly specialized informational needs of the transportation management group has been the function of *Traffic World* each week for fifty-three years. In 1960, *Traffic World's* 4800-plus pages of editorial text reported factually and in detail on all the major transportation issues and developments of the day: financial, legislative, regulatory and judicial.

Service to readers is reflected in service to advertisers who have a variety of objectives: influencing transportation policies, promoting sales of transportation services and equipment, building prestige in transportation-financial circles.

TRAFFIC WORLD the weekly newsmagazine of transportation management

Stamford • Chicago • Atlanta • Palo Alto • Washington, D. C.

For more information see Traffic World Service-Ad, Class. 148, Standard Rate & Data

Color Explosion...

creep, and center the color impressions on each page. Several European papers, most of them weeklies, have used this electric eye control for some time. However, their presses are slower, and U. S. papers are thicker. The *News*, for example, often produces a 128-page section. European papers using this process generally run from 12 to 24 pages.



OFF AND RUNNING. Jello-O and Moore-McCormack color inserts meet newsprint going into run for issue of *New York World-Telegram*. Insert, fed from reel room, by-passes plates and ink rollers of high-speed press.

Color in Weeklies

One weekly newspaper representative estimates that perhaps 10 to 20 per cent of U. S. weeklies offer at least one extra spot color, but that few can handle more than two on any one edition.

As for preprinted color inserts, weeklies with rotary presses can feed them from rolls, just as dailies do. But many weeklies have flat-bed presses. For these, the central printer would have to chop each roll into individual pages and ship them in stacks to the weeklies. There they would have to be hand stuffed into each copy. Since many a publisher would balk at such an operation, preprints today are an insignificant factor when dealing with weeklies.

However, a recent development reported by a daily, the *Rochester (Indiana) Sentinel*, may change all this, though it's still too early to assess its full effect on the future of weeklies. The *Sentinel* devised a mechanism permitting feeding of preprint rolls through flat-bed presses. The paper has applied for a patent on the idea, and says it will be available to other publishers soon.



He
may
get the
message
here,
but...



your ads in the Yellow Pages
sell him when he's ready to buy

In your next advertising campaign, plan to take advantage of the unique *selling* power of the Yellow Pages. The same selling message you deliver in other advertising media will reach your *best* prospects via the Yellow Pages — the people who are ready to buy. And you can choose from over 4,000 different Yellow Pages directories to sell your precise market. All with one contact, one contract, one monthly bill — no matter

how many different Yellow Pages directories you select. For details on how the Yellow Pages fits into your *advertising-selling* plan, contact your National Yellow Pages Service representative through your Bell Telephone Business Office.

ONE CONTACT/ONE CONTRACT/ONE MONTHLY BILL



VIDEODEX NATIONAL RATING ANALYSIS APR. 3-9, 1961

TOP FIVE PROGRAMS DAILY*

Show	Rating	Network	Sponsor	Show	Rating	Network	Sponsor
SUNDAY							
1. Candid Camera	27.4	CBS	Bristol-Myers	4. Price Is Right	20.4	NBC	Derby Foods,
2. Ed Sullivan	26.8	CBS	Colgate	5. U. S. Steel Hour	19.5	CBS	Warner-Lambert
3. G. E. Theatre	24.4	CBS	General Electric				Lever Brothers
4. Dennis The Menace	23.6	CBS	Kellogg	THURSDAY			
5. Lassie	21.2	CBS	Campbell Soup	1. Untouchables	28.8	ABC	U. S. Steel
MONDAY							
1. Danny Thomas	27.6	CBS	General Foods				
2. Andy Griffith	25.8	CBS	General Foods	2. Real McCoys	24.7	ABC	Liggett & Myers,
3. Cheyenne	22.2	ABC	R. J. Reynolds,	3. My Three Sons	21.8	ABC	Armour,
			Peter Paul,	4. Donna Reed	19.5	ABC	Whitehall,
			Du Pont, Ralston,				Beecham
4. Wells Fargo	20.4	NBC	Procter & Gamble	5. Silents Please	18.9	ABC	Procter & Gamble
			American				Johnson &
			Tobacco,				Johnson
5. Hennesey	19.8	CBS	Corn Products	FRIDAY			
			General Foods	1. Rawhide	27.2	CBS	Campbell Soup,
TUESDAY							Dutch Masters
1. Red Skelton	26.0	CBS	S. C. Johnson				
2. Garry Moore	24.1	CBS	S. C. Johnson,	2. 77 Sunset Strip	26.3	ABC	General Foods,
			Polaroid				Drackett,
3. Thriller	22.5	NBC	Helene Curtis,	3. Flintstones	23.2	ABC	Colgate
			Dalton,				American Chicle,
			American	4. Twilight Zone	20.4	CBS	American Home,
			Tobacco,	5. The Detectives	19.2	ABC	Beecham,
4. Wyatt Earp	20.2	ABC	Glenbrook Labs,				R. J. Reynolds
5. Rifleman	19.8	ABC	Beechnut				Miles Labs,
WEDNESDAY							R. J. Reynolds
1. Wagon Train	30.7	NBC	General Mills				Liggett & Myers
			Procter & Gamble				Procter & Gamble
2. Perry Como	25.6	NBC	R. J. Reynolds,	SATURDAY			
3. Naked City	21.6	ABC	Nabisco	1. Gunsmoke	34.2	CBS	Remington Rand
			Kraft	2. Have Gun, Will Travel	29.2	CBS	Whitehall
			Brown &	3. Checkmate	23.8	CBS	Brown &
			Williamson,				Williamson,
			Bristol-Myers,	4. Perry Mason	22.8	CBS	Kimberly-Clark
			Du Pont,				Parliaments,
				5. Lawrence Welk	21.6	ABC	Sterling Drug,
							Moore's
							J. B. Williams

* Figures indicate percentage of all TV homes viewing program in question at its time period in market areas covered. It is a measure of audience.

TVQ TOP 20 PROGRAMS IN VIEWERS' OPINION

APRIL, 1961 (all terms in percentages)

Rank	Program	Total U.S.A.		East		Midwest		South		Far West	
		Fam.	TvQ	Fam.	TvQ	Fam.	TvQ	Fam.	TvQ	Fam.	TvQ
1	Sing Along With Mitch	52	54	60	59	52	51	50	49	38	59
2	Bonanza	70	52	62	45	68	48	82	61	71	51
3	Andy Griffith	70	48	64	44	73	50	77	52	61	41
4	Wagon Train	89	46	86	42	88	46	93	53	91	40
5	Flintstones	67	44	72	47	66	45	61	38	72	47
6	Real McCoys	86	44	85	44	87	45	87	49	83	33
7	Red Skelton	88	44	85	41	88	47	91	43	85	46
8	Perry Mason	82	43	83	47	81	38	84	44	80	46
9	Gunsmoke	87	40	84	42	86	41	91	43	86	29
10	Rawhide	76	40	68	36	75	38	86	45	78	37
11	Untouchables	72	40	77	43	71	35	68	37	70	46
12	My Three Sons	64	39	62	44	67	39	63	34	64	37
13	Route 66	66	39	60	36	65	37	74	44	64	40
14	Candid Camera	75	38	78	40	78	39	69	38	70	34
15	CBS Reports	60	38	59	37	60	38	68	40	52	35
16	Checkmate	61	38	60	39	60	38	65	36	61	42
17	Garry Moore	81	36	81	39	85	41	83	30	70	26
18	77 Sunset Strip	83	36	84	37	82	37	84	35	81	32
19	Father Knows Best	89	35	86	36	91	35	90	35	89	34
20	Lawrence Welk	83	35	82	41	85	35	84	29	80	34

Familiarity: The proportion of respondents with any opinion about a program. This measures the awareness of the program.

TvQ Score: A qualitative measurement of the degree of enthusiasm for a program. This score is determined by dividing the per cent saying that a show is "one of my favorites" by the per cent to whom the show is familiar.

TvQ, a division of Home Testing Institute, measures the intrinsic appeal of programs—not the size of audience. It is a measure of preference.

ONLY WLOS-TV HAS THE CAROLINA TRIAD COVERED!



THE CAROLINA TRIAD . . . a two-billion-dollar market . . . stretches across 82 counties in 6 states!

ONLY WLOS-TV covers the Carolina Triad with unduplicated network signal from the South's highest tower . . . delivers 458,820 TV homes—25.8% more than Station Y, 31.4% more than Station Z.*

*NCS #3 updated Jan. '60

WLOS-TV CAROLINA TRIAD MARKET FACTS

Population.....	3,125,500
Households.....	792,800
Total Retail Sales.....	\$2,798,670,000
Food Sales	687,495,000
Automotive Sales.....	529,734,000
Drug Sales	100,912,000
Gas Stations	248,897,000

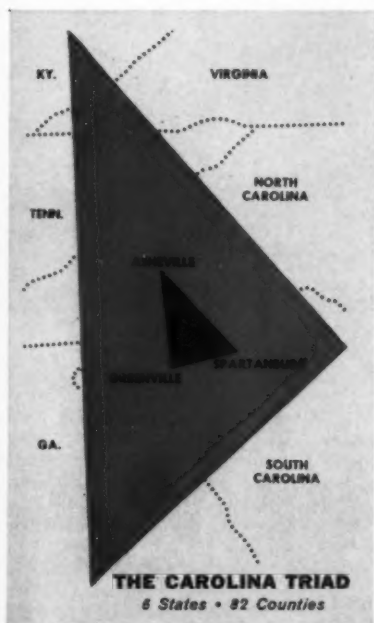
WLOS-TV

Serving
GREENVILLE — ASHEVILLE — SPARTANBURG

A Wometco Enterprises, Inc., Station



Represented by Peters, Griffin, Woodward, Inc.
Southeastern Representative: James S. Ayers Co.



WVJ
WLOS-TV
WFLA-TV
(All times)

Scope on People



AS A PUBLIC SERVICE, the Griswold-Eshleman Co., Cleveland advertising agency, is sponsoring Close-Up, a popular radio news show aired over Cleveland's WGAR. All commercial time is made available to local civic, community, and charitable groups. Charles Farran, president of the agency, is shown signing the sponsorship contract. At left is Charles Day, WGAR news director and star of the show; at right, Carl George, general manager of the station.



LOOKING AND LISTENING: The first of 600 Scotch-Lite signs to be spotted at high-traffic locations around major markets served by Purolator radio commercials is inspected by James B. Lightburn, vice president of Purolator Products (left), and John W. Puth, advertising manager. The signs, according to Mr. Puth, will satisfy the motorists' need for visual identity with the radio spots.



THE NEWSPAPER PHASE of a new advertising campaign designed to explain the American Medical Association's political and social views is examined by AMA's account team at Klau-Van Pietersom-Dunlap, Inc. From left (seated), Joseph C. Stodola, creative director; Thomas F. Scannell, Jr., vice president. Standing, from left, John M. Wussow, media buyer; Roy A. Heckenbach, assistant media director; Fred F. Crowl, radio-TV director. Newspaper advertisements consist of one seven-column insertion in each of 28 newspapers in 26 markets. An FM radio campaign, 104 one-minute announcements on 40 stations, is also part of the campaign.



THREE BILLION advertising impressions over 25 years are celebrated jointly by *Life* magazine and Seagram Distillers, who placed an advertisement in *Life's* first issue in 1936, and has taken space in the publication every year since then. Here John Mandable, *Life's* liquor advertising manager, presents a plaque to George E. Mosley, advertising vice president of Seagram. The plaque incorporates the cover press plate from a recent issue that marked the anniversary.



STRANGE COMPANIONS: Finding they had a lot in common—the young adult market—executives of ABC Radio joined in the recent two-day sales meeting of *Redbook*. Pictured here are (from left) Jack Mann, ABC's national director of research and advertising; Charles S. Thorn, publisher of *Redbook*; Robert Pauley, vice president in charge of ABC Radio; James Duffy, the network's national sales manager.

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Radio:

r, June 1961



SOMETHING MISSING . . .

. . . (like California without the Billion-Dollar Valley of the Bees). You may be playing the right tune, but it's not getting across to California's huge *inland* market without The Bees. They're the *only* papers effective in covering a 27-county market whose disposable income is 4 billion. Worth looking into. And so are the 3 types of discounts offered by The Bees.

Data Source: Sales Management's 1961 Copyrighted Survey



McCLATCHY NEWSPAPERS

NATIONAL REPRESENTATIVES . . . O'MARA & ORMSBEE

*The Bees give national advertisers discounts on **bulk . . . frequency**
... or **standard pages**. Check O'Mara & Ormsbee for details.

Bolia/scope, June 1961

Media / headlines

Saturday Evening Post will get new look next fall and new editor on January 1 of next year, when Ben Hibbs will retire after 20 years as editor. His successor will be Robert Fuoss, who has been Hibbs' managing and executive editor during all of this time, and who is currently in charge of redesign of the magazine. New look is being prepared internally under cloak of secrecy as Project X. News of change leaked out sooner than SEP wanted, fearing advertisers might adopt "wait-and-see" attitude.

Time has added section on **Modern Living**. Two pages a week will comment on U. S. home life, extending the magazine's coverage to gardening, fashion, decorating and other related subjects that have been demanding more space in other departments in recent issues. Although *Time* staffers say magazine is not edited for men or for women specifically (rather "for intelligent people of either sex"), new feature should be of unusual interest to *Time's* primary female readers (numbering 2.3 million compared to 2.6 million primary male readers, according to Starch).

Direct mail dollar volume hit new high in 1960: \$2.1 billion, up 8.45 per cent over 1959, says Direct Mail Advertising Association. Increase was due in part to rising postal costs (bulk minimum up from 2 to 2½ cents).

Name change to Plumbing-Heating-Cooling Business by *Plumbing and Heating Business* is prompted by fact that 40 per cent of its plumbing and heating contractor-readers are engaged in air conditioning work (revealed through individual verifications of the magazine's circulation).

Administrative Management is new name of *Office Management and American Business*, chosen to reflect increasing scope of activities centered in the office.

Metromedia is new name of **Metropolitan Broadcasting Corp.**, organization that now owns Foster & Kleiser (outdoor advertising), TV and radio stations in seven U. S. markets, and Worldwide Broadcasting (WRUL, commercial short wave outlet).

Petroleum Week was discontinued by McGraw-Hill Publishing Company with May 5 issue. Six-year-old news weekly (listed in April SRDS as 47,121 paid, 2,962 unpaid) was killed because of lack of advertising support.

The Catholic Market, new trade magazine, will be brought out in October by *Catholic Digest* for distribution in 35,000 Catholic diocesan purchasing offices, institutions, and schools (black-and-white page rate: \$1,050).

First issue of Show Business Illustrated will be put on sale August 23 by *Playboy* at: 50 cents newstand price; every-other-week frequency; guaranteed circulation 350,000 per issue for first half years; one time black-and-white page rate \$2,150; audience to be both men and women interested in show business; symbol to be night owl (a companion for *Playboy's* Bunny trademark).

Show, due for first publication in September, is shooting for large initial subscription at \$10 a year via a pre-publication direct mail campaign. Magazine will seek image of quality coverage of performing arts.

Rate increases (figures are one time, black-and-white) include: *Harper's Bazaar*, in October, from \$4,050 to \$4,150, circulation base up from 380,000 to 400,000; *Playboy* from \$6,500 to \$7,100, circulation guarantee up from 1,050,000 to 1,150,000; *Ladies' Home Journal* and *McCall's*, in October, both from \$31,490 to \$33,950, both with circulation guarantee up from 6.7 million to 7.0 million.

Cover price increases include: *Good Housekeeping*, from 35 to 50 cents; *Look* from 20 to 25 cents.

Magazine-to-package tie-in of illustrations is being tried in Canada via reproductions of sweater girls in *Lux* magazine advertisements and same photos on the packages distributed in that area.

Twenty-five pages of advertising in one paperback book is record set in 1961 edition of Dr. Benjamin Spock's "Baby and Child Care" by the Benjamin Company, New York, advertising representative

for Pocket Books, Inc. Advertisements are contained in special section, closed twice a year, guaranteed circulation 500,000.

Two announcement limit is agreed to by 95 per cent of ABC-TV affiliates in spite of expansion to 40-second station break.

Perforated magazine advertising reached maximum usage in June Holiday in which Qantas Empire Airways, Ltd., placed a spread containing 24 individual travel stickers each perforated for separate tear-out.

Hours of TV set usage in homes peaked in February of this year at 6 hours and 8 minutes, almost the exact same average per home as in February 1958, the previous all-time high (6 hours and 7 minutes). Day-time viewing peaked in 5:00-6:00 P.M. time slot (39 per cent of TV homes using sets). Evening hours peaked at 8:00-9:00 P.M. (68 per cent of TV homes using sets).

Business Week adds a late-closing service at premium of 10 per cent for black-and-white pages and spreads, no bleed except gutter on spreads. Insertions may be scheduled up to 4:00 P.M. of week of publication; plates delivered no later than 1:00 P.M. Tuesday. Cover date is Saturday, with mailing completed Friday.

New format for Business Week features larger body copy (now 10 pt. Caledonia; was 9 pt. Electra), more open layouts, headlines flush left, fewer caps in heads.

New State Farm Paper Advertising Bureau has been formed by 26 state and local farm publications. Office will be in Chicago, with Gilbert P. Swanson, former marketing v.p. of Charles E. Hires Company, as president. The new Bureau will offer advertisers a national package of locally edited farm publications with combined circulation of 4 million.

Media/scope adds new district manager to its sales staff: Morgan Duffy, formerly with *Progressive Grocer* for 14 years in sales and in charge of special projects.

New outlet for terminal advertising through Transportation Displays, Inc., is Friendship-International Airport, Baltimore, a jet terminal for Washington, D. C., travelers.



A clear, almost unbiased study of newspaper coverages in Michigan now

We freely admit to a selfish motive in assembling and printing this study. Frankly, it reveals excellent reasons for scheduling advertising in the 8 Booth Michigan Newspapers (see list on brochure cover reproduced above).

However, in presenting the factual story of the \$4½ billion outstate Booth Michigan market, we seem to have come up with the most accurate picture of Detroit newspaper circulation available today.

For Detroit newspapers, ABC Audit Reports (a prime base for our factual analysis) are as out-of-date as the final copy of The Detroit Times, which was dated November 7, 1960. So we made an assumption, assigning a calculated percentage of Times circulation to Detroit newspaper A and another percentage to

Detroit paper B. Using these calculations, we arrived at coverage by counties for these newspapers in the new situation.

Our assumption, from all evidence, has hit pretty close to the mark. Detroit paper A has quoted our analysis approvingly in sales meetings. Detroit paper B, while withholding this accolade, finds no fault in our method or results.

Marketers and media men in considerable numbers have told us that our Coverage Data folder is very helpful to them in evaluating the Michigan newspaper circulation situation. In this helpful spirit, we offer it to you. A call to your nearby Booth representative, a letter or the coupon below will bring you. copy by return mail.

BOOTH NEWSPAPERS INC.

2500 Buhl Building, Detroit

NATIONAL REPRESENTATIVES: A. H. Kuch, 110 E. 42nd Street, New York 17, Murray Hill 2-4740 • Sheldon B. Newman, 435 N. Michigan Ave., Chicago 11, WUray Hill 2-4740 • Brice McQuillin, 785 Market St., San Francisco 3, SUtter 1-3401 • William Sturtevant, 1612 Ford Bldg., Detroit 26, WOODward 1-0972.

Booth Newspapers, Inc.
2500 Buhl Building, Detroit 26, Mich.
Please send me your informative booklet, "Detailed Coverage Data, Detroit and Booth Michigan Newspapers."

Name _____
Title _____
Company _____
Address _____
City _____ State _____

Big Customer, Canada . . . Your *Biggest!*

BIG IN SIZE, biggest in volume of U. S. export trade, bigger still in potential. Happily—despite the size—the men in the particular Canadian market *you* want to sell to can be reached most directly, most forcefully, most economically through Canadian business publications.

Singularity: No other media can approach this directness, force and economy. Canadian business journals reach *all* of the key men in over 60 fields. Their Canadian circulations are not remotely approached by publications originating outside of Canada—nor the quality and relevance of the information and leadership they provide.

Forcefulness: This leadership ensures reader receptivity; *this* results in a most favourable atmosphere for your advertising message.

Economy: The superior circulations of Canadian business papers are not only earned, they are demonstrable. All B. N. A. member publications support recognized audits—this is not always the case with business publications originating elsewhere.

These audits assure you of true circulations—and as you study the figures you will see that you reach all the men you want to reach, and that you waste no circulation, and no money, on any others. What could be better?

Business Newspapers Association of Canada

The organization of over 140 Canadian business, professional and technical publications.

100 UNIVERSITY AVENUE, TORONTO 1, CANADA

Business Press



Howard G. Sawyer

Agreement on Definitions Needed

ART DIX, of Conover-Mast, in a recent address, mentioned a source of confusion in space-buying that could easily be cleared up. I believe, by a little cooperation between ABC and BPA—with, if necessary, a little pressure from the space buyers.

ABC and BPA use the same terms, sometimes, to represent different things. Some of us, including me, may not have realized that the differences exist.

For example, "bulk" does not mean the same to both bureaus. To ABC, "bulk" means *gift* circulation: somebody places an order for so many subscriptions to be entered for, say, customers at various addresses. To BPA, "bulk" means multiple copies mailed in one batch to the same address for distribution by the recipient.

Incidentally, if the amount of paid "bulk" is appreciable, the Post Office will not accept it at the second-class rate. It becomes "second-class transient," and the rate is higher even than the controlled rate.

Take "arrearages." ABC reports only the unpaid renewals. BPA reports both renewals in arrears and also *new* subscriptions unpaid for.

Reporting on long-term subscriptions, ABC gives a figure showing the number of long-term subscriptions sold in a six-months' period. (A subscription for three years appears, then, in only one of six statements.) BPA gives a percentage breakdown of total circulation accounted for by three-, two-, and one-year subscriptions.

Can't the two bureaus get together and agree on terminology and definitions?

After five years serving as a director of BPA, I know that many of the changes demanded by the buyers cannot be accomplished over night. It may be many years before ABC and BPA can agree, for example, on standard business classifications. The buyers should not expect too much too soon.

But perhaps on matters of terminology, the two bureaus might get together. It could be done, I think, without calling in a lot of publishers eager to protect their private interests. The governing boards should be able to do it.

Electronic Data Processing

Fellow was talking about how electronic data processing will revolutionize media selection.

Said we couldn't claim much scientific basis for media selection *now*. Nobody really can apply mathematical techniques to maximize audience size and minimize cost. Remains intuitive process still.

Normal logical first step is to take existing statistical data and feed into machine. With a computer big enough to store information about all business media, statistical analysis is easy.

Trouble is, information going into machine may be unreliable. Too many audits, readership studies made with different ground rules, impossibility of comparing circulations by any decent criteria, lack of data on duplication, pass-along, actual reader traffic, actual reading.

Maybe, my friend suggested, we're going at it from wrong direction. Let's study *audience*, rather than publications. How much of a job? How many individuals have a say in buying things advertised in business press? 50,000? 100,000? 500,000?



Those aren't big figures for modern computers. Even a medium-sized computer could handle any one advertiser's or publisher's need. There's a disc file now that can store 250 million characters of information; that means 2,500 characters for each person in a market of 100,000.

Suppose the publisher researched his field for data on reading habits of every individual, storing it in a random access memory device which permits easy updating. Expensive to start with (maybe publishers can

(Continued on page 84)

**these
5 lbs.
carry weight
where electronics
purchasing
decisions
are made**



Referred to regularly  most frequently  considered most helpful
by 74,000 engineers, buyers, and manufacturers.

Closes July 15th.

You can't afford to stay out!

To be in, write or call:

Adv. Dept., 72 West 45th Street, New York 36. MU 2-6606

ARE YOU PAYING AND GETTING

MORE LESS ?

Who pays the bills when circulations of metalworking magazines skyrocket?

You—the advertiser—of course!

If you get added buying power coverage with the added circulation—okay... but in many cases you are paying more—and getting less.

HOW COME?

Take the question of **sizes of plants covered**. Out of the more than 81,000 plants in metalworking, there are over 64,000 with less than 50 employees each. All together, these small plants account for only 8% of the total output of the industry. Extra circulation here is easy for a magazine to get, but it doesn't do much for advertisers except raise their bills.

ASK NOT "HOW MANY?" BUT "WHERE?"

It would be possible for a magazine to have a circulation of over 64,000, yet reach only 8% of the buying power in metalworking... for another to have a circulation of 16,000-odd, covering the plants with over 50 employees, and reach 92%. Actually, no magazine is that bad (or that perfect) but the tremendous variation in the size and importance of metalworking plants points out why you should ask **where** circulation is going, rather than how many copies are being printed and mailed out.

Ask the next metalworking magazine space rep you see if he can show you a complete breakdown of his paper's circulation **by plant size**.

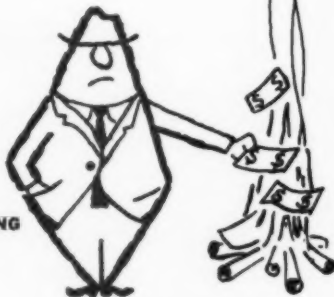
If he's the man from **MACHINERY**—he can!

MACHINERY's Circulation Analysis by Plant Size is a useful addition to your media data file. It shows, for example, that **MACHINERY** covers over 95% of the U.S. metalworking plants with over 100 employees, and—at the other end of the scale—only 2.6% of the plants with fewer than 50 employees. Send for a copy.

Machinery

ENGINEERING and PRODUCTION in METALWORKING

Published by THE INDUSTRIAL PRESS
93 WORTH STREET, NEW YORK 13, N.Y.



(Continued from page 82)

pool their funds)—but what a selling tool! Advertiser tells publisher what kinds he wants to reach. Computer tells him promptly the best buy.

It's done in business and industry. Computer tells purchasing manager what and when to buy—may even process the purchase order. Once you've written the purchasing program, no need for a purchasing manager.

Media Research—Real Cheap

Speaking of media preference studies, as I often am in this space, how about the outfit that makes a study and then tries to pay off its cost by peddling the report to other parties?

Outfit, on behalf of a client in the science and engineering field, sent out 1,500 questionnaires, got 323 replies in which a total of 143 publications were mentioned.

Many of those 143 would like to know the results of that study wouldn't they? Well, they can—for \$25.00, plus \$3.00 for each additional copy.

Outfit says the cost, including analysis, ran to over \$1,000. Let's see now, 143 times \$25.00. . .

Salesmen and Ads

If I were a sales manager, I would make sure that my men made use of ad reprints during their calls, and one of the arguments I would use in urging them to do so is the point that once a cross-identification has been established between the salesmen and the advertising, then every subsequent contact made by the advertising will, to some degree, recall the salesman to the prospect's mind.

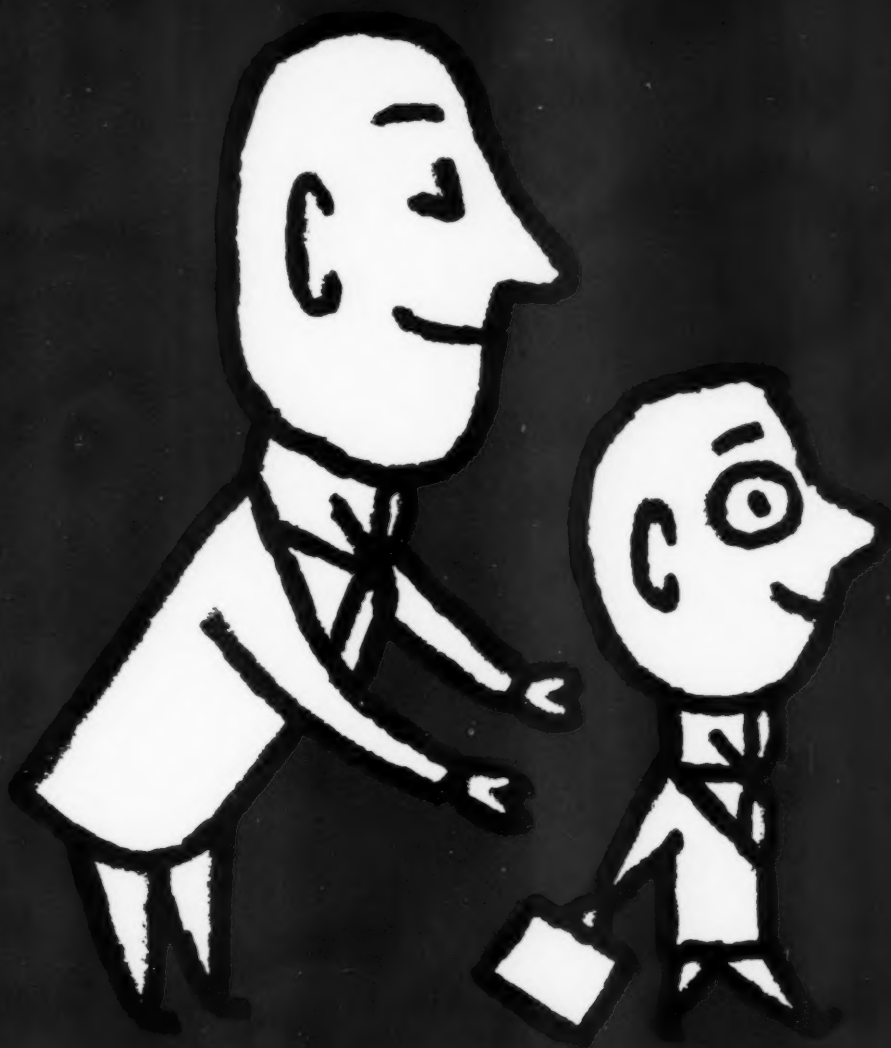
Competitive Space Selling

I agree with the publication representative who complained, "I hate it when a buyer warns me: 'Let's not get competitive,' implying that each of us reps should sell his publication on its own merits.

If I were a practicing media buyer, I would welcome a strong competitive pitch, just so long as it is factual and fair. One publication is better than another both because of its own values and because of the other's deficiencies.

Phrases To Be Avoided

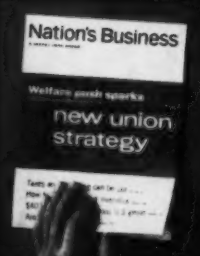
No. 1. "The bible of the industry."



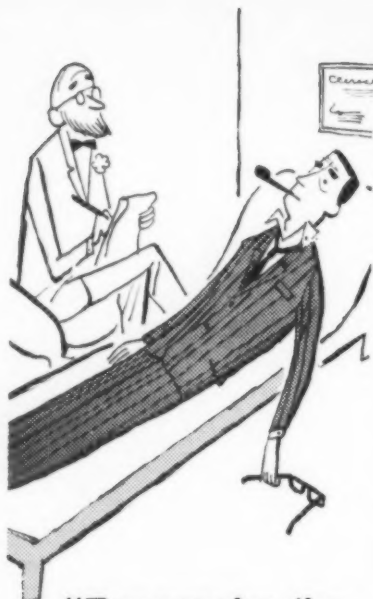
9 steps to personal progress

686 BUSINESS FIRMS PURCHASED 14,168 REPRINTS OF THIS USEFUL REPORT

Executives who aspire to higher positions are helped or impeded by their attitudes, according to Nation's Business editors. In "Nine Steps to Personal Progress" (December) they describe how nine of the most essential "positive open-minded" attitudes can help you become more effective in business. Report prompted letters from 686 companies whose executives wanted 14,168 extra copies for themselves, their associates. Businessmen respond to Nation's Business useful editorial reports... and action in business results when you advertise in Nation's Business.



Nation's Business WASHINGTON / ADVERTISING HEADQUARTERS - 711 THIRD AVENUE, NEW YORK 17, N.Y.



"For weeks the same nightmare ... no time available on WSBT-TV!"

Unharness those nightmares, Mr. Admen, WSBT-TV has some availabilities. With the dominant coverage of WSBT-TV you can still reach the 15-county South Bend market effectively and economically. And what a dream of a market it is . . . 915,000 people with a buying income of \$1.7 billion! So don't call your psychoanalyst, call your Raymer man. He has all the facts about the South Bend market, and all the surveys showing how WSBT-TV dominates this 3-station market with consistent 41% to 48% audience shares.

WSBT-TV

SOUTH BEND, INDIANA

Channel 22



ONE OF CBS' HIGHEST-RATED STATIONS

Paul H. Raymer, National Representative

ODDS AND TRENDS

That "Reading Explosion"

By Lionel M. Kaufman

The Magazine Advertising Bureau says it's here. But—is it bigger than even the magazines care to admit?



I was pleased to note, recently, that my magazine friends have stopped talking about television long enough to add up their ABC average circulations for the last six months of 1960. And they found that the American people haven't stopped reading, after all.

In fact, the figures show that magazine readership is *growing*. It's growing faster than our population. It's up 82 per cent over 1940. Even in the fifties, when that dark cloud settled over our rooftop aeriels, magazine net-paid rose 21 per cent.

MAB has started a campaign, to call the advertiser's attention to this "reading explosion."

But, before we get too excited over these impressive figures, I'd like to make note here of a telephone conversation I had, the other day, with my good friend, Bill Nichols, editor and publisher of *This Week*.

Bill, too, is enthusiastic over the fact that Americans are reading today. But he's cautious over *what* they're reading, and whether our print media editors are winning and holding their rightful share of this increased reader-interest.

Paperback Books

"The competitor for magazines to watch today," says Bill, "is the paperback book. Americans bought over 300 million paperbacks last year, almost a million a day!"

Let's face it; Bill's got something there.

Our record-breaking magazine circulations represent mainly a 6.8 per cent gain at the subscription level (thanks partly to a record-breaking use of cut-rate subscription offers last year). But at the newsstand, where the paperback rack is a direct competitor, the 115 leading magazines were down 0.1 per cent. And *Life* was

down 7.6 per cent, and *Saturday Evening Post*, down 4.0 per cent.

I wonder how many Americans last year said "I don't need a magazine; I have a book"?

I don't believe the magazines should consider the paperbacks a competitor so much as a challenge. These books have tried to muscle in on advertising space sales, but haven't won serious consideration, except with such naturals as the Dr. Spock books for baby products.

A Nation Busily Reading

But editorially, these 300 million books are here to remind our magazines that our nation is still busily reading, that our "reading explosion" is greater even than the ABC figures show, and that it's up to our magazine editors to satisfy this interest.

Any editor who wants proof that there are plenty of readers around, even at the newsstand, for the right editorial product, has only to look at those 1960 magazine figures.

Please pardon me for using the obvious example, *McCall's*, but this magazine's revitalized format brought it a newsstand gain over 1959 almost as high (12.0 per cent) as its subscription gain (15.6 per cent).

And take those news magazines that had their every-fourth-year "big story" handed them on a silver platter last year. *Newsweek's* gain at the newsstand was 24.7 per cent; *Time's* newsstand gain was 26.1 per cent; *U. S. News & World Reports'* newsstand gain was 23.9 per cent.

I hope this doesn't sound like a lecture, because I'm sure the magazine industry is aware of this situation. From today's rumors of editorial goings-on in places like Independence Square and the Time-Life Building, I'm sure they're hard at work to meet this challenge.

effective

August 1, 1961

The Miami Herald

will offer a new

-way discount structure*

...designed to give national advertisers the widest latitude and flexibility in planning both seasonal and yearly schedules to achieve greatest impact at lowest cost.

BULK DISCOUNTS

SAVINGS UP TO 20%

Based on total lineage within a 12-month period.

Lines Per Year	Discount
2,500	1%
5,000	3%
10,000	5%
25,000	9%
50,000	11%
75,000	13%
100,000	15%
150,000	17%
200,000	18%
250,000	19%
300,000	20%

CONTINUITY DISCOUNTS

SAVINGS UP TO 20%

Based on minimum lines per week for a specified number of weeks within a given period.

Lines Per Week	12 Weeks in 13	24 Weeks in 26
	3%	5%
300	3%	5%
600	5%	8%
1,000	7%	11%
1,500	9%	13%
2,400	12%	16%

Lines Per Week	36 Weeks in 39	48 Weeks in 52
	6%	8%
300	6%	8%
600	10%	12%
1,000	13%	14%
1,500	15%	17%
2,400	18%	20%

FULL PAGE DISCOUNTS

SAVINGS UP TO 24%

Based on the number of Full Pages run within 12-month contract period.

Full Pages	Discount
10	12%
20	14%
30	16%
40	18%
50	20%
60	22%
70	24%

* Corporate schedules that include two or more different yet related companies may be combined to earn the lowest rate.

For complete details and rate card, write to

GENERAL ADVERTISING DEPARTMENT, THE MIAMI HERALD OR ANY STORY, BROOKS & FINLEY OFFICE.

HERALDLAND IS THE SOUTH'S No. 1 MARKET...

SOLD BY THE SOUTH'S BIGGEST AND MOST INFLUENTIAL NEWSPAPER...

The Miami Herald

...and there's this monster
that keeps
snatching away
advertising
contracts...



1| "This is the fourth time I've had that nightmare. But I think I've figured out what's bugging me."



2| "As promotion manager, I'm responsible for the ads that create a basic impression of our advertising medium."



3| "So, naturally, we play up our strongest sales point — to register a simple, convincing impression. But this puts all our eggs in one basket. It's a good, honest basket and we get business from it..."



4| "but suppose some advertisers need what we've got, for some other good reason. We have at least ten reasons besides the one we're promoting, but how are those advertisers going to know we've got what they want? Get it?"



5| "I think so. And I have an idea! When I used to work at the ad agency I remember everybody using Standard Rate when they compared media. Why don't you put an ad in..."



6| "...in SRDS. Well, thanks, sweetie, but we have an ad in there featuring our one big-hey—



7| "—hey—that's it! That's the place to put all our sales angles. Every last one of them, anchored here where every prospect has to look before his schedule is frozen. Thanks a million, honey—that does it."

8| *with competent, strategically placed information in SRDS*
YOU ARE THERE
Selling by helping people buy.

SRDS Standard Rate & Data Service, Inc.

the national authority serving the media-buying function

C. Laury Botthof, *President and Publisher*

5201 OLD ORCHARD ROAD, SKOKIE, ILL. — YORKTOWN 6-8500

SALES OFFICES — SKOKIE, NEW YORK, ATLANTA, LOS ANGELES



You
Out
indi
of p
to c
more
ures



You can
bet 'em on
General Outdoor

You can't lose! First of all, General Outdoor's larger plant size and greater individuality of panels give the kind of penetration and coverage it takes to deliver customers. And what's more, you get audited circulation figures to prove it! On all this, and much

more, you can bet your boots.

When you buy General Outdoor plants, you buy with confidence. Promise matches performance—as thousands of satisfied advertisers will testify. For details, call your local GOA office or write to us in Chicago.



Covers 1800 Leading Cities
and Towns

General Outdoor Advertising Co.

515 South Loomis Street, Chicago 7, Illinois

THE OUTDOOR PLANT

Many cities have but one outdoor plant facility in the basic national 24-sheet poster medium. In other cities a choice between two plants is usually available

1. DISTRIBUTION & COVERAGE

- a) acceptability of locations—whether given showing is equal to or of higher rating than plant average
- b) distribution of locations in a showing as they apply to the advertiser's product or service
 - traffic routes: main arteries, boulevards, bus and street car, truck routes, rail lines
 - size and type of reader concentration: downtown area, shopping centers, supermarkets, industrial, residential and recreational areas
- c) panels-per-facing average for showing (number of panels in a group facing the same traffic)
- d) details on allotments in key markets of number of illuminated panels in showing classified by location and space position
- e) number of showings in plant as related to breadth of distribution of posters over entire market for adequate coverage of food, automotive, etc., as opposed to excessive clustering of locations
- f) flexibility of coverage—showings available for special coverage, such as supermarkets, drug stores, dealer outlets, highways, railway entrances and exits, industrial areas
- g) coverage showings available for limited periods (one, two weeks)
- h) capacity of plant to cover all segments of market and give advertiser adequate coverage (important in two-plant cities)

2. VISIBILITY OF SHOWING

- a) where available, information on visibility of locations, such as one-way, two-way, three-way, or head-on traffic, at stop-light intersections, with cross-panels). This should be related to market coverage, as space position alone is not sufficient

3. TRAFFIC & CIRCULATION

THE MARKET

1. SIZE OF MARKET

Market Area

- a) major arteries
- b) traffic flow

Population

- a) population totals for areas designated above
- b) urban, farm, negro, other racial group data
- c) distribution of population by urban, rural, central city, suburban, downtown, fringe-area worker concentration
- d) per cent of population (ratio to U. S., region, state)
- e) ranking—with other metropolitan and market areas
- f) gains as compared with other areas, state and U. S.
- g) qualitative data other than income, including age, sex, education, occupation, "life cycle" of family, geographic locations, etc.

Households

- a) similar data as covered in points (a) to (g) above
- b) home ownership, including breakdown by type of dwelling unit, by rental or home value
- c) communication characteristics, including telephone, TV and radio sets, newspaper circulation

2. ECONOMIC FACTORS

Consumer Spendable Income

- a) totals, by designated areas
- b) per household, per capita income
- c) per cent of income to U. S., region, state
- d) ranking (national, regional, state, and metropolitan area)
- e) income gains by volume, by per cent; comparisons with other markets and U. S., regions and states
- f) income distribution by consumer spending units

Retail Sales

- a) total retail sales, by designated areas
- b) food store sales
- c) automotive sales
- d) service station sales
- e) other pertinent sales classifications, such as department-

- a) where available, information on visibility of locations, such as one-way, two-way, three-way, or head-on traffic, at stop-light intersections, with cross-panels). This should be related to market coverage, as space position alone is not sufficient

3. TRAFFIC & CIRCULATION

- total daily effective circulation, as audited by Traffic Audit Bureau; same for special segments of market
- average daily effective circulation in a showing
- audited effective circulation related to:
 - traffic concentration
 - buying activities
- audited market penetration—ratio of effective circulation per showing to population of market
- household reach and frequency
- buying power represented by effective circulation in a showing by classifications of goods and services; percentage ratios to total market potential

4. PLANT SERVICE

- quality of posting
- standards for maintenance of structures and posters
- efficiency of illumination

5. OPERATING POLICIES

- business classifications unacceptable to plant; copy restrictions
- frequency and flexibility of posting dates
- local zoning laws, state regulations, if any, on outdoor coverage

6. READER CHARACTERISTICS

- breakdown of readership by factors of sex, age, marital status, family composition, home ownership, occupation and income
- analysis of readership in relation to advertiser classification—food, automotive, alcoholic beverages, etc.
- qualitative comparisons of reader audience with that of other media—TV, radio, newspaper, magazine

7. ADVERTISER ACCEPTANCE

- analysis of classifications using outdoor—total U. S., regions, states and metropolitan areas
- relation of volume of outdoor expenditures to market growth
- advertiser case histories—how showings are used alone, or to complement other media campaigns
- examples of market dominance achieved by adver-

Retail Sales

- total retail sales, by designated areas
- food store sales
- automotive sales
- service station sales
- other pertinent sales classifications, such as department store sales
- per household / per capita sales data
- per cent of sales (to U. S., region, state)
- ranking (national, regional, state, metropolitan area)
- sales gains by volume and per cent; comparisons with national, regional, state, metropolitan area

3. SPECIAL MARKET CHARACTERISTICS

- internal transportation information—passenger automobile registration and use, bus and street car mileage and rides, other
- external transportation information—rail, truck, interurban, bus, airlines, water transport
- ratio of passenger automobile registration to households
- details on market growth over a significant period as a gauge to future market potential
- physical features of geography and topography which influence market character
- special buying patterns of market; special factors such as seasonal buying, tourist trade, etc.
- traffic origin maps and studies
- comparison of retail-sales / consumer-income ratio with other markets in state and nation
- retail concentration formula: a measure of retail concentration may be obtained by multiplying the population of each area by an average consumption ratio (e.g., per capita sales for the state or U. S.) and subtracting this "resident consumption" from the sales total to yield estimates of the sales to non-residents
- new developments in industry
- leading manufacturers
- dominant industries
- wages and employment
- industrial-wage / industrial-employment comparisons (such as highest weekly wage in state, or more wage earners than comparable areas)
- payroll totals
- wholesale distribution characteristics
- analysis of labor force by sex and occupation
- building activity—industrial, residential
- government and other non-industrial developments

etc.

- c) qualitative comparisons of reader audience with that of other media—TV, radio, newspaper, magazine

7. ADVERTISER ACCEPTANCE

- a) analysis of classifications using outdoor—total U. S., regions, states and metropolitan areas
- b) relation of volume of outdoor expenditures to market growth
- c) advertiser case histories—how showings are used alone, or to complement other media campaigns
- d) examples of market dominance achieved by advertiser through pre-empting outdoor medium in a specific metropolitan area
- e) sponsor endorsements, testimonials
- f) test market campaigns and results

8. RATES & COSTS

- a) relation of rates to circulation—cost per 1,000 effective circulation (based on traffic counts)
- b) comparison of cost-per-thousand by city size, geographical area, etc.
- c) comparison of audited effective circulation and cost-per-thousand to other media (e.g., newspapers, TV, magazines)
- d) existence of continuity and frequency discounts as applied to gross rates

9. SERVICES TO CLIENTS

- a) special surveys on market potential, buying patterns, day and hour shopping trends; special consumer characteristics, etc.
- b) individual market studies on food, automotive, beverage, toiletry, etc., marketing in relation to outdoor schedules

- i) new developments in industry
- k) leading manufacturers
- l) dominant industries
- m) wages and employment
- n) industrial-wage/industrial-employment comparisons (such as highest weekly wage in state, or more wage earners than comparable areas)
- o) payroll totals
- p) wholesale distribution characteristics
- q) analysis of labor force by sex and occupation
- r) building activity—industrial, residential
- s) government and other non-industrial developments (atomic installations, military bases, educational institutions)
- t) market projections for 5- and 10-years' growth periods on population, household, suburban-downtown growth
- u) bank clearings; income tax returns, post office receipts
- v) utilities (gas, electric, telephone installations), school and university enrollments
- w) climate, including temperature range and precipitation data

MEDIA/SCOPE'S MEDIA CHECK LISTS

This comprehensive check list is concerned with the points that might be considered in developing a list for outdoor advertising. Obviously, not all the points are relevant. But frequent reference to the check list will in the opinion of the editor be of great value.

- a) special surveys on market potential, buying patterns, day and hour shopping trends; special consumer characteristics, etc.
- b) individual market studies on food, automotive, beverage, toiletry, etc., marketing in relation to outdoor schedules
- c) national merchandising services in support of individual market campaigns
- d) development of special merchandising aids and presentations such as slides, films, portable panels, etc.
- e) spotting maps and list of locations made available to advertiser and his salesmen for checking and merchandising purposes
- f) background data on market's qualifications as test city:
 - retail and wholesale distribution characteristics
 - number of retail outlets
 - leading department stores
 - important supermarkets and chains
 - buying centers
 - prestige outlets
- g) preparation of monthly billing to conform to advertiser's marketing and sales territories

This comprehensive check list is concerned with the points that might be considered in developing a list for outdoor advertising. Obviously, not all the points are relevant. But frequent reference to the check list will, in the opinion of the editors of MEDIA/SCOPE, increase the efficiency of use of outdoor advertising.

Similar check lists were published in MEDIA/SCOPE last August on *The Marketing Plan Approach to Advertising Appropriations*, in October on *Spot Radio*, in November on *Spot Television*, in December on *Business Publications*, in January on *Newspapers*, in February on *Point-of-Purchase Advertising*, in March on *Direct Mail* and on *Media Planning*, in April on *Transit Advertising*, and in May on *Magazines*.

WANT EXTRA COPIES?

Additional copies of any of the check lists are available at 30 cents each up to 50 copies, 51-90 copies at 20 cents each; bulk rates upon request for more than 90. Please send cash or check with order to the Editor, MEDIA/SCOPE, 420 Lexington Ave., New York 17, N. Y.

F
m
re
m
O

dia/scope.



"There are two kinds of readers: those who read to remember and those who read to forget."

WILLIAM LYON PHELPS

Family Circle's reason for being: home-maker service. You won't find "escape" reading in this magazine... just the magic of homemaking ideas that work. Over 6,000,000 women read Family Circle,



not when they want to get away from it all, but when they're thinking about homemaking. That's when they're in the most receptive mood to remember and respond to your advertising.

**FOR
HOMEMAKERS
ONLY!**

How to sell a seat for \$1,000

New York's Lincoln Center for the Performing Arts is transforming a run-down area of Manhattan's West Side into the nation's biggest cultural center. In the Center will rise a new Philharmonic Hall, a new Metropolitan Opera House and other homes for the performing arts.

As part of its campaign to enlist public support, the Center asked radio stations in New York to air announcements urging listeners to endow seats in the Center's halls for \$1,000 apiece. Most of the city's major stations cooperated.

When the Center got around to analyzing the response, here's what they discovered. Total inquiries from all stations: 63. Total inquiries traced to the Center's announcements on WQXR: 25, or 40% of all inquiries. Total endowments as a result of the radio campaign: 8, half of them directly traceable to the WQXR announcements.

"This would seem to confirm an unstartling fact," said Lincoln Center's public relations people, "that the people who habitually listen to WQXR preponderantly represent the part of the community that loves and supports the performing arts."

This unstartling fact has yet another meaning: that WQXR's upper-income audience of 1,250,000 families can endow advertisers' sales with a startling rise. Try us, and you'll soon discover that the seat of profitable selling in New York is on

WQXR

Radio station of The New York Times

A Time-buyer's Handbook

By Isabel Ziegler

A TIME-BUYER is hired by an agency either to replace an individual or to do a job which cannot be absorbed by current personnel. In both instances there is generally little time to train completely the newly-employed buyer. Buyers are required to give only two weeks' notice before leaving for another position. Qualified buyers are not always available. Consequently, it is not often that the new buyer is given the benefit of training by the buyer who held the job previously. As a matter of fact, often the replacement arrives a week or two after the previous buyer.

As a result, the new buyer finds himself immersed in work, catching up with what was not done, and keeping up with current daily work. These tasks are performed under the hardest conditions, new environment, new people, new sales contacts, new accounts, new methods and procedures.

Indoctrination of a Buyer

During this acquaintance period, the buyer develops nothing but information. He certainly must have some feeling of resentment because of his predicament. He is not putting out at his greatest capacity of his best work. Such efficiency would be impossible to anyone under the same set of circumstances.

There is a satisfactory solution to this problem. We cannot change the facts of our business, turnover, availability of personnel. But, we can do something more than what is generally done to indoctrinate new personnel so that both the newly-hired buyer and the agency profit.

An easy and courteous thing to do under any circumstances is to introduce the buyer to the persons around him so that if a question arises, he feels that someone is there to help him. A short tour of his immediate facilities is a must. Where to find people and the necessary equipment imparts a certain amount of security

as well as a saving of time. Certainly, no matter how busy the shop is, these two introductory steps can be afforded the new man his first day on the job.

The next step would be to acquaint him with the company and its history in general. A personnel department should certainly have a booklet on this subject. If there are benefits involved in working at this particular agency, these should be elaborated. All this secures the buyer's opinion that he made the right choice in joining the company, and also contributes to making him feel like a member of the organization.

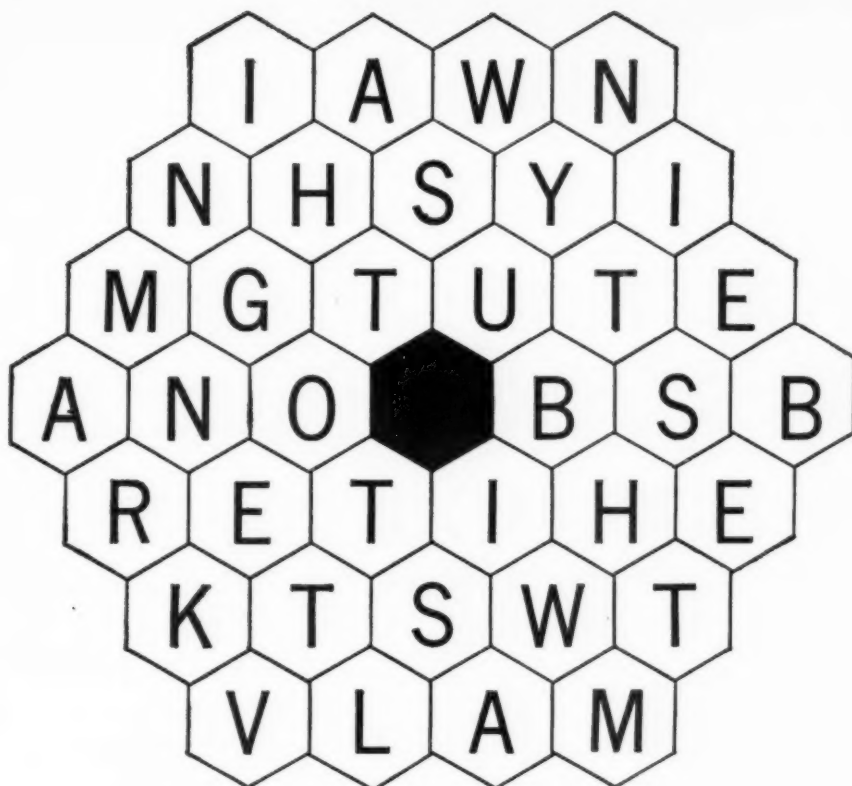
Value of a Manual

The next important part of any indoctrination is to acquaint the buyer with his immediate responsibilities, and the persons and tools surrounding these responsibilities. To assign this task to another individual in the shop can be a mistake. First, it takes that individual's time. Second, this conversation would have to be remembered. This is difficult because of the state of mind of the new buyer, and because he is hearing for the first time about new methods and procedures without being able to relate them to practice.

Consequently, the task of indoctrination to his specific job and its relationship to the company must be performed in another way. This can be best accomplished through a manual, or time-buyer's handbook. This handbook can serve many purposes. It puts in writing some policies about which the company is definite. It surmounts the problem of taking up another person's time. It leaves a reference with the buyer. It is the company's opportunity to develop a new person the way he should be developed.

Next month Miss Ziegler will outline what should go into a time-buyer's handbook.





ON THE GENTLE ART OF CELLING

Once there was a good, but stern, Media Director. One day a young timebuyer came to ask his opinion on an important matter.

Believing that nothing should be handed out in a silver spoon*, the Media Director handed the young timebuyer a sterling answer, indeed, but it was scrambled in this honeycomb.

The letters in the cells spell out his precise advice. See if you can trace it through, using the letters in every cell just once, and always passing from a cell to one that is touching it. Send us the correct sentence and win a copy of Dudeney's "Amusements in Mathematics"—Dover Publications, Inc., N. Y. If you've already won it, say so and we'll send you a different prize.

** He was not averse, however, to scheduling the stations that deliver the largest audience on a silver spoon. (In Washington, he bought WMAL-TV, first all week long, 6 PM to Midnight. ARB Jan-Feb '61.)*

wmal^{abc}-tv

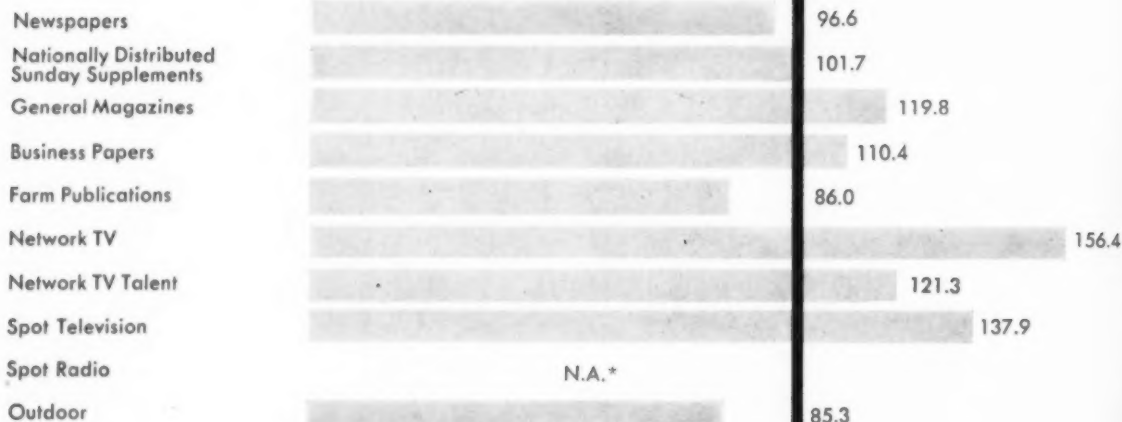
Washington, D. C.

An Evening Star Station, represented by H-R Television, Inc.

Associated with **WMAL** and **WMAL-FM**, Washington, D. C.; **WSVA-TV** and **WSVA**, Harrisonburg, Va.

Record of National Advertising Expenditures

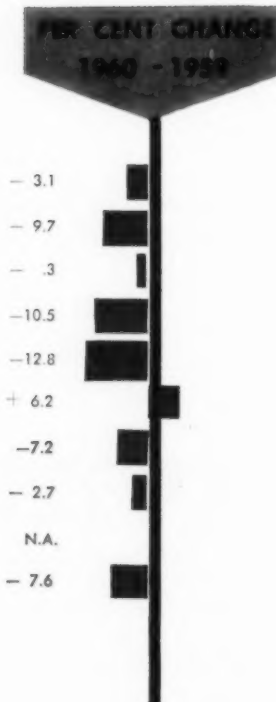
First Quarter — 1961



Year 1960	\$ Volume 1960	\$ Volume 1959
Newspapers	\$ 151,126,000	\$ 155,961,000 ^R
Nationally Distributed Sunday Supplements	18,781,000	20,804,000
General Magazines	184,105,000	184,581,000
Business Papers	115,873,000	129,473,000 ^R
Farm Publications	13,581,000	15,576,000
Network TV	182,478,000	171,900,000
Network TV Talent	99,071,000	106,715,000
Spot Television	151,328,000	155,527,000 ^R
Spot Radio	N.A.*	N.A.
Outdoor	22,000,000	23,800,000

R = Revised
*Not Available

Data on radio, direct mail, point-of-purchase, transportation, and other media not available quarterly on an adequate basis.



Prepared exclusively for MEDIA/SCOPE by J. K. Lasser & Co. SOURCES: Newspapers: Media Records, Inc. Supplements: Publishers Information Bureau. General Magazines: Publishers Information Bureau. Business Papers: J. K. Lasser & Co. Farm Publications: Farm Publication Reports, Inc. Network Television: LIA-BAR reports from Television Bureau of Advertising. Spot Television: Television Bureau of Advertising. Spot Radio: Station Representatives Assn. Outdoor: Outdoor Advertising Inc. Network TV talent and production: MEDIA/SCOPE.

"SELL ME GROCERIES IN THE MORNING," says BUFFALO

Morning is the best time to talk food to Buffalo's women, who bought 406 million dollars worth last year.

Buffalo's retail grocers spent \$1,100,000 on newspaper advertising in 1960, and the six *leading* grocery chains placed over *half* their total lineage in the morning Courier-Express.

Add to this the fact that more and more *total* food advertising dollars are moving to Buffalo's morning paper, and you can see the sense in choosing the morning Courier-Express as your Buffalo food salesman.

To reach Western New York's top 160,000 households with the most money to spend . . . USE THE MORNING COURIER-EXPRESS

To saturate the 489,903 families in Buffalo and the eight surrounding counties, use the state's largest newspaper outside Metropolitan New York City . . . THE SUNDAY COURIER-EXPRESS.



TOP COLOR 7 DAYS

Represented Nationally by:

NEWSPAPER
MARKETING
ASSOCIATES
NEW YORK,
CHICAGO,
PHILADELPHIA,
DETROIT,
LOS ANGELES,
SAN FRANCISCO



ively for
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Map-
a Infor-
Business
er & Co.
ns: Farm
erts, Inc.
on: L.N.
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Outdoor
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June 1961

Holia/scope, June 1961

ARF Releases Report On Media Comparisons

(Continued from page 50)

However, this index might be meaningless in terms of advertising effectiveness.

Since there are different definitions of exposure among different media and even within the same medium, the ARF discards vehicle exposure as a measure of comparison among media.

Advertising Exposure. By this is meant "exposure to an advertising unit," as a page of advertising. This index removes from consideration those persons who may have been exposed to the vehicle, such as the copy of a publication, but may not have been exposed to the advertising units within it. In some cases, as in spot television, "the advertising unit and the advertising vehicle become identical. . . ." The ARF contends that advertising exposure must show the number of people exposed and the number of times they were exposed. It states that "exposure information, though no index of advertising efficiency in itself, is generally a useful way of determining how well advertising has been placed within a single vehicle," but that the relative value of exposures in different media or within the same medium, "has not been solved satisfactorily."

The ARF declares that "Measures of advertising exposure provide the most specific index to describe how well the advertiser confronts his potential market with his message," but goes on from there to discard advertising exposure as the main index to use for media comparisons.

Advertising Perception. A definition of *perception* demands not only that a person see or hear advertising, but also remember something of it until he is asked about it. The ARF admits that there is no way of separating the simple concept of perception from some remembrance with which it is associated.

"We are conscious at this point of a lack of appropriate techniques. Perception of advertising is important to the advertiser because it provides him with the 'purest' measure of the combined effect of his advertising and the medium he employs. By this we mean that factors other

than advertising and its medium are of less importance here than at succeeding stages in determining a person's response. Research on measures of perception is badly needed to develop new procedures and to improve our understanding of existing techniques."

Measures of perception, the report says, are best represented by the total number of people who have perceived the advertising message as well as the number of people who have perceived it once, twice, and so forth. "This frequency distribution although desirable in theory is unobtainable in practice."

Advertising Communication. This means the ability of the advertising message to add to someone's knowledge, to change his attitude, or to make him resolve to purchase the product advertised. "The degree to which advertising accomplishes these ends is dependent on the content of the advertising message as well as the form in which it appears and the medium by which it is transmitted."

The ARF concludes: "In this area of communication we are unable to describe any one completely satisfactory measure," although it is optimistic.

Sales Response. Sales, the ARF states, "are the outcome of a great many factors other than advertising. Not only are all the personal factors, the attitudes, beliefs, perceptions, and so forth of each individual important, but external factors such as price, market conditions, changing tastes, etc., are also operative."

It is not possible at present to determine the best media mixes for optimum sales, the ARF states, "because the techniques are inadequate, perhaps because the data analyzed are not accurately measured, possibly because we do not collect the right kind of data." The ARF concludes: "We can sum up our discussion of measures of sales response by describing them as the most relevant to the advertiser, the most amenable to measurement, but the least dependent upon advertising and media alone of the response measures that we have discussed."

Summary and Conclusions.

After 28 pages of this kind of discussion, the ARF concludes with two pages of "Summary and Conclusions." Pertinent paragraphs are:

"Our discussion in this report has been directed to the advertising process and we have referred to the way in which media work only in passing. This we have done because the value of a medium must be seen as one of several factors contributing to the effect of advertising messages. Comparisons between media must be made in terms of the way in which they enhance or fail to enhance the effect of advertising units. Our recommendations for inter-media comparisons are therefore phrased in terms of methods of comparing advertising units. From such comparisons media evaluations become possible with an accumulation of experience.

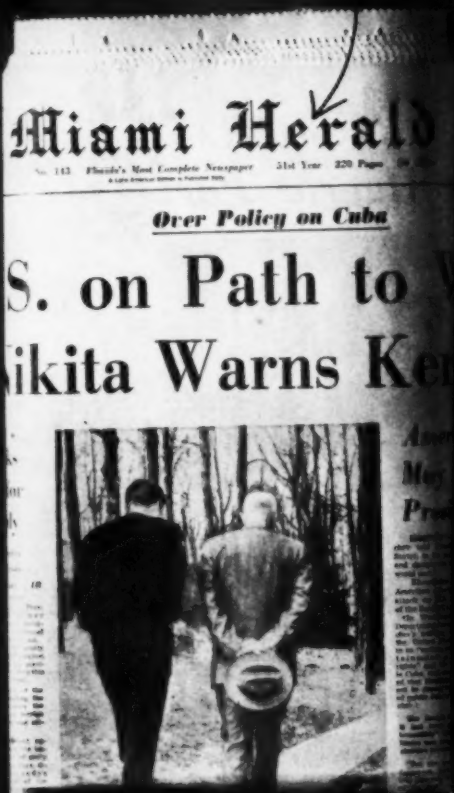
"We believe that at this time the most promising basis for comparing the effectiveness of different media will be derived from our concept of perception. We have admitted that this concept cannot be stated precisely in terms of a measuring device. We have shown that any measuring device we suggest will necessarily be contaminated with elements of recall and attitude. However, we recommend the concept of perception as the most logical and convenient starting point for making comparisons between different media.

"We cannot accept measures of media distribution, vehicle exposure, or advertising exposure as directly useful measurements of the way in which advertising is received. Perception, communication, and sales response describe consumer reaction, and are thus more logical stages for comparison. Of these, we regard perception as providing the right kind of measure in that the extraneous influences affecting it are more easily controlled.

"While we recommend a measure of perception as the most immediately promising way by which to compare two media transmitting the same message, we also acknowledge that perception provides no absolute measure of effectiveness. If an advertising

(Continued on page 100)

in Miami it's the and in the Miami Herald it's



Few newspapers dominate a major metropolitan trading zone as completely as The Miami Herald dominates Dade County and the 8-County area of the East Coast from Cape Canaveral to Key West, known as Heraldland. The Herald has more than twice the circulation of the second newspaper on weekdays, nearly three times as much on Sundays. It leads in department store lineage by a ratio of 2½ to 1, in grocery supermarket advertising by 3½ to 1. Compared with other newspapers in the country, The Herald is a leader in almost every category of advertising. It is third in the country in total advertising, first in retail grocery advertising, third in automotive and total retail advertising. And The Herald is second in total editorial lineage, too. Each of the two Sunday newspapers in Miami distributes a syndicated Sunday magazine. But only one syndicated Sunday magazine has the power, penetration and prestige of The Miami Herald behind it. That one is PARADE.

In 59 of its 65 key markets PARADE is distributed by the largest (or only) Sunday newspaper. This includes 8 of the 13 big metropolitan markets—such as Washington, St. Louis and Miami—where one or more of the other syndicated Sunday magazines also is distributed. The results you get from a syndicated Sunday magazine depend on the newspapers that distribute it. Market by market, PARADE newspapers invite comparison.

PARADE—THE SUNDAY MAGAZINE SECTION OF STRONG NEWSPAPERS THROUGHOUT THE NATION REACHING 10 MILLION FAMILIES EVERY WEEK.

Media/Scope, June 1961

ARF Releases Report On Media Comparisons

(Continued from page 98)

message is known to make a positive communication, then the greater the number who perceive it the better will its effect be. But something must be known about the kind of effect that it will have as well as the degree to which it has been communicated."

Chairman of the Audience Concepts Committee is Seymour Banks, of Leo Burnett Company, Inc.; other members are Stanley Canter of Ogilvy, Benson & Mather, Inc.; Richard F. Casey of Benton & Bowles, Inc.; Thomas E. Coffin, of National Broadcasting Corporation; Paul E. J. Gerhold of Foote, Cone & Belding; Jack R. Green of J. Walter Thompson Company; Robert E. Hughes of Sports Illustrated; John H. Kofron of Chilton Company; Frank W. Mansfield of Sylvania Electric Products, Inc., and Herbert M. Steele of New York News.

See Editorial for an evaluation of this report.

SYRACUSE, N. Y. BEST TEST MARKET U.S.A.!

The ideal test market
meeting every require-
ment!

Syracuse's position as
America's Best Test Market
is confirmed by an 11-year
continuing study made by
Selling Research, Inc. and doc-
umented by Sales Manage-
ment Magazine.

Plus
unmatched delivery of
1/3rd of New York State.

No combination of media can
deliver comparable coverage
at comparable cost.

the SYRACUSE
NEWSPAPERS
SYRACUSE, N. Y.

Represented Nationally by
MOLONEY, REGAN & SCHMITT

TRENDS IN NATIONAL NEWSPAPER ADVERTISING

APRIL AND FIRST FOUR MONTHS 1961-1960

	APRIL 1961 vs 1960		FIRST FOUR MONTHS 1961 vs 1960	
	% Gain or Loss	% of Total	% Gain or Loss	% of Total
GENERAL				
Alcoholic Beverages	-3.5	8.7	-14.6	6.7
Foods	-13.6	12.3	-6.1	15.0
Baby Foods	+135.2	0.4	+19.5	0.4
Baking Products	-8.7	1.5	+25.1	2.3
Beverages	-32.4	1.9	-22.7	1.9
Cereals and Breakfast Foods	+27.6	0.5	-23.7	0.4
Condiments	-30.0	0.8	-19.3	0.9
Dairy Products	+6.6	2.0	+9.9	2.4
Frozen Foods	-24.6	0.9	-26.6	1.1
Meats and Fish	-33.7	0.8	-1.6	1.3
Industrial	+43.8	3.3	-4.6	2.4
Insurance	+34.8	2.4	-15.1	1.8
Medical	-0.6	1.8	-9.1	2.7
Public Utilities	+16.4	3.2	-5.7	2.7
Publishing and Media	+0.5	8.0	-0.3	9.8
Radio, TV and Phonographs	-23.9	0.7	-17.4	1.1
Sporting Goods, Cam. & Photo Suppl.	-62.4	0.5	-44.2	0.5
Tobacco	-20.2	3.1	-22.8	2.7
Toilet Requisites	-0.9	3.3	-13.5	2.9
Dentifrices	-35.7	0.2	-37.8	0.2
Men's Toiletries	-23.4	0.5	-47.2	0.4
Perfumes and Cosmetics	+5.9	1.4	-4.8	1.2
Toilet Soaps	+41.3	0.4	+0.6	0.3
Transportation	+19.2	13.0	+8.8	13.3
Airways	+32.0	9.0	+15.3	9.5
Bus Lines	-44.0	0.6	-32.5	0.4
Railroads	+6.1	1.2	-9.5	0.9
Steamships	+31.0	1.0	+1.7	1.0
Tours	+22.0	0.9	-1.7	1.0
Wearing Apparel	-4.6	1.7	+12.5	1.4
TOTAL GENERAL	-0.6	77.6	-6.5	76.4
AUTOMOTIVE				
Gasolines and Oils	+19.5	3.5	+210.1	4.8
Passenger Cars—New	-36.3	11.0	-32.0	12.1
Tires and Tubes	+26.8	2.0	+23.9	1.5
Truck and Tractors	+5.1	0.4	-34.0	0.2
TOTAL AUTOMOTIVE	-23.2	22.4	-10.6	23.6
TOTAL GENERAL AND AUTOMOTIVE	-6.8	100.0	-7.5	100.0

Prepared exclusively for MEDIA/SCOPE by Media Records, Inc.



95.8% of total cigarette
lineage in Indianapolis
newspapers appears in
The Star and The News

They're in...in Indiana with The STAR and The NEWS

Morning & Sunday

Evening



Smoking habits follow reading habits in the 45-county circulation area of The Star and The News.

These two reading favorites have 52.8% coverage of the 684,000 homes in this \$4.3 billion Central Indiana market—73.4% coverage in the metropolitan and retail trading zones!

Here's the most selling power—at lowest dollar cost—in this big, ready-to-buy market.

The Indianapolis Star and The Indianapolis News

Kelly-Smith Company National Representatives



Iron Age's two-volume "Master List of Plants in Metalworking" lists plants alphabetically by state, with local and city addresses, SIC classifications, and pertinent employment and production figures for each plant. Data are also available on punch cards, with 44 open columns for sales information. Publication has also released a 1961 edition of its 334-page "Basic Metalworking Data" and its six-color "Basic Marketing Map of Metalworking."—A.

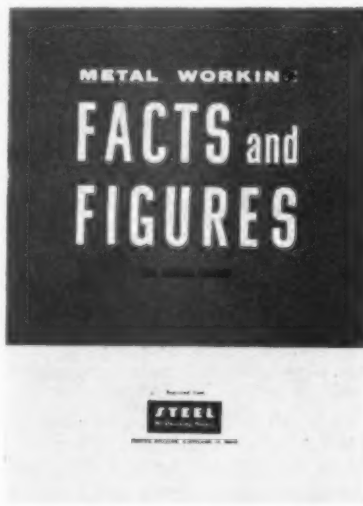
Bureau of Advertising. "Check Your May-June Gift List" reports that gift buying in these two months should total more than \$3.1 billion. The gift market has been growing "at a greatly accelerated rate in recent years," says the presentation, illustrating its point with the four-years' increase of 37.3 per cent in sales made by gift shops from 1954 through 1958. It compares this to a 17.5 per cent rise in all retail sales during the period. Nine occasions, including Mother's Day and graduation, should bring gift spending of the average family to \$62.59 for the two months, says the Bureau. Brochure includes a "Market Target Gift List," showing per family spending estimates for each gift event.—B.

Curtis Publishing Company. Fourth edition of "Market Areas in the United States" gives percentage of total U. S. retail sales in each of nine classifications represented by each county within 500 market areas. Other data for each county include total retail sales share, its status in *Sales Management's* Buying Power Index, and its share of the circulation of the *Saturday Evening Post* and

Ladies' Home Journal. Market areas are defined as consisting of "a county or group of counties self-sufficient in retail trade." A 50 x 38-inch map comes with the 113-page report. Seven areas have been consolidated, 13 new areas added, since last edition.—C.

Avery Label Company. Some 19,000 wives report that 42 per cent of their husbands cook, and 44 per cent shop for their families. One-third of the wives even admitted their husbands the better cooks. According to Avery, this study of male influence on shopping indicates a need for revision of "traditional merchandising concepts geared to women," and more "emphasis on masculinity" in design of labels, point-of-purchase displays, and in new products catering to male tastes.—D.

Steel compiled 350 tables from nearly 100 sources for the thirteenth edition of its "Metal Working Facts and Figures." Sales of machinery (\$56.6 million), transportation equipment, and instruments reached record highs last year, while sales of fabricated metal products were off from 1959 and sales of primary metals had their



fifth worst year since 1950. Voluminous year-by-year and month-by-month data on various categories of both raw materials and finished goods

include expenditures, production, shipments, exports, employment, wages, prices, and consumption.—E.

True Story Women's Group, through a survey by Dr. Burleigh Gardner, seeks to correct a tendency to believe that wage-earner families achieving white collar salary levels also change their goals and living

THE DANGEROUS ILLUSION

THE HIDDEN ROLE OF SOCIAL CLASS IN MASS MARKETING

habits. "The Dangerous Illusion," in booklet form and in color slide presentation, reports results of this survey comparing basic attitudes of both groups. Among the findings: Wage-earners seek security, take advancement for granted through seniority and union bargaining; white-collar men forge ahead by improving knowledge and contacts. Long-range white-collar goals mean automatic planning for college, "a conscious creation of a home atmosphere that encourages learning." But wage-earner families generally "leave it to the son to decide," don't consider it catastrophic if he quits high school before graduation. Study also compares attitudes toward neighborhood, status, social activity, and entertaining.—F.

Sports Illustrated. Sixty-six per cent of subscribers replying to a survey of product and brand use of 40 drug and toiletry categories report buying dentifrices in drug stores, against 30 per cent buying in supermarkets. Drug store purchases of "upset stomach remedies" beat supermarket buying 82 to 13 per cent.

Question heads also covect use bscribers \$10,835. clothing, buy one compared by "the a

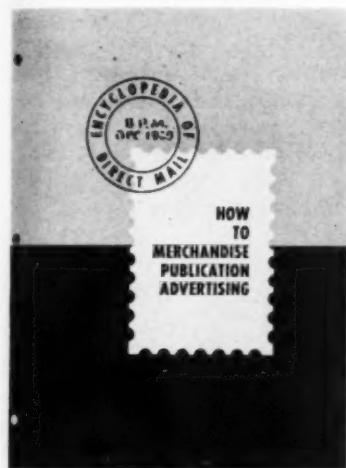
America Inc., in Merchandising," call haphazard

the "50 advertising average advantage non-existent the "Encyclopedia series, the merchandising direct mail newsletters carrying a of the mag of advertising Booklet list merchandising For a number sons for given, with goals can be ing supplies a broad car and "prote prospects v

Media/scope, Ju

Questionnaires, directed to male heads of 3,000 subscriber families, also cover frequency of drug product use by these "upper bracket" subscribers with median incomes of \$10,835. Another survey, on men's clothing, indicates that *SI* subscribers buy one and one-third suits each year, compared to two-fifths of a suit by "the average American."—G.

American Marketing Services, Inc., in its 16-page manual, "How to Merchandise Publication Advertising," calls for "much more than a haphazard mailing of reprints" to cut



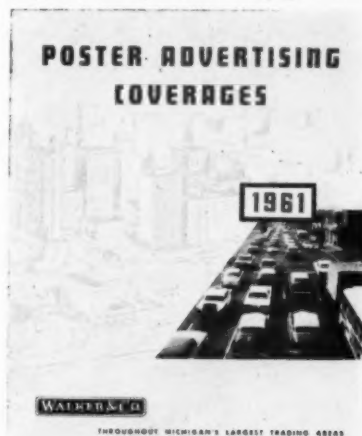
the "50 cents of every publication advertising dollar wasted by the average advertiser due to inadequate or non-existent merchandising." Part of the "Encyclopedia of Direct Mail" series, the booklet covers only those merchandising techniques related to direct mail. But these range from newsletters sent by publications carrying advertising to marked copies of the magazine itself, and mounting of advertisements on display easels. Booklet lists 14 types of audiences for merchandising, 12 "Basic Merchandising Formats," and even includes a number of special gimmicks. Reasons for merchandising are also given, with examples of how these goals can be met. They include reaching supplemental audiences, tailoring a broad campaign to specific markets, and "protection" against missing key prospects with advertising alone.—H.

Louis Cheskin Associates. Among five major media, magazines achieved the greatest gain in "impact" between January 1960 and January 1961, climbing from fourth to second place, according to Cheskin's third study of consumer attitudes toward each medium. Television maintains its first place standing of last year. TV also raised its "favorable association" level from 49 to 55 per cent, though still in third place, still considered "insincere and deceptive." As for the other media, newspapers dropped in "favorable associations" from first place and 83 per cent to 73 per cent, and outdoor dropped from 31 to 20 per cent. Magazines replaced newspapers in top spot in "favorable associations." Results are classified by sex.—I.

Direct Mail Advertising Assn. and Ecusta Paper Products. Eighteen of 169 companies queried in five major cities say they've reduced mailings because of third-class rate hikes. Most common techniques to beat the rise are use of more selective lists and cutting size or weight of mailing pieces. Nearly 85 per cent of the firms report continual efforts to build their own lists. Half are built from names turned in by company salesmen. Other major sources are business publications and list houses. Direct mail accounted for more than half of the

total advertising expenditures of one third of the firms queried. Pulling inquiries, educating prospects, and creating company identification were major reasons reported for use of direct mail.—J.

Walker & Co. Outdoor advertising data on each section and suburb of Detroit, Jackson, Flint, and Grand Rapids, Michigan, include population,



coverage intensities, number of panels per showing, rates, and shipping addresses for posters. Ten subdivisions are treated for the Metropolitan Detroit Market alone. One of these, Royal Oak, includes eight further divisions. Another, Wyandotte, lists nine.—K.

WANT ANY OF THESE REPORTS?

If you want copies of any of these reports, fill in coupon and send to Editor, MEDIA/SCOPE, 420 Lexington Ave., New York 17.

Circle letter of reports wanted: A B C D E F G H I J K L M N O P Q R S T.

Your Name and Title: _____

Company: _____

Address: _____

6

these 5 lbs.
carry weight
where
electronics
purchasing
decisions
are made



Referred to regularly
most frequently
considered most helpful
by 74,000 engineers,
buyers and manufacturers.

Closes July 15th. You can't afford to stay out!

To be in, write or call:

Adv. Dept., 72 W. 45 St., New York 36. MU 2-6606



WTRF-TV STORY BOARD



A NEW DRINK called "The Delegate." Two of 'em and you're speaking from the floor!

wtrf-tv Wheeling

T. R. Effici SIGN (at convention): "Executives who have no secretaries of their own may take advantage of the girls in our stenographic pool."

Wheeling wtrf-tv

A DRUG STORE a house of pill repute?

wtrf-tv Wheeling

KAREN COED COMMENTS: "I wonder what might have happened to American history if the British soldiers at Bunker Hill had had bloodshot eyes?"

Wheeling wtrf-tv

WIFE: "Yes, dear, I went to the doctor . . . all he did was listen to my heart beat."

HUSBAND: "I thought so, your chest has all the earmarks of a dirty quack."

wtrf-tv Wheeling

SUNDAY SCHOOL TEACHER: "What must we do before we can expect forgiveness for our sins?"

ENTHUSIASTIC STUDENT: "Sin!"

Wheeling wtrf-tv

MONKEY PONDERINGS: "Am I my keeper's brother?"

wtrf-tv Wheeling

MONEY PONDERINGS: In the Wheeling-Steubenville Industrial Ohio Valley reached by WTRF-TV from Wheeling, over 134 billion dollars in retail sales are rung up annually. Are your products selling in our 7,500 retail outlets? To give them the WTRF-TV GO BUY? Hollingbery is our rep!

CHANNEL SEVEN NB WHEELING, WEST VIRGINIA

PROMOTIONS AND PRESENTATIONS

Institutions has reprinted its January article, "The Boom at the Top," reporting its survey of 32 "big business institutions" that control 2,347 restaurants, 224 hotels, 319 motels, and other food service establishments representing total sales of more than \$1.5 billion. Among these "emerging giants" are Hilton Hotels, Hotel Corp. of America, Sheraton Corp., Howard Johnson, Schrafft's, Horn and Hardart, and Hot Shoppes. Many of these have diversified into such fields as food manufacturing and retailing and operation of gift shops and newsstands.

Iowa Daily Press Association advises advertisers to leave the "crowds at the ole fishin' hole in the center of the state" (Des Moines) and reach for local fish in 38 other growing holes with I.D.P.A. newspapers and their "Tailored Merchandising Assistance." "How to Fish for Big Sales in Iowa," with cartoons in color on every page, compares circulation and retail sales in counties covered by Des Moines and by I.D.P.A. newspapers, and describes "common species of fish" found in the "hot 38" markets. Among these are "Agriculturus Prospero," or "farmer fish," whose average cash income per Iowa farm was \$14,700 in 1959, more than twice the U.S. average.

KWTV, Oklahoma City, is a station in another state proud of its agricultural income. Last year Oklahoma produced the largest crops of wheat, barley, cotton, hay, soy beans, and sorghum in its history, as well as a record inventory of cattle. A KWTV folder, proclaiming that "there's no recession in Oklahoma," also discloses progress in such industrial and financial areas as personal income, employment, construction, retail volume, and production of natural gas and electric power.

National Association of Broadcasters. Electronics for the layman and broadcasting for beginners are expertly and concisely provided by two booklets, "Radio U.S.A." (16 pages), and "Free Television—How It Serves America" (24 pages). In ad-

dition to technical aspects of broadcasting, primers tell why government regulation is needed, how it works, and how advertising pays the bill for the public's news, information, and entertainment. Other topics discussed include station organization and management, Conelrad, programming and its part in education, and the future of television. 25 cents per copy to NAB members.

Edward Petry and Co. says spot radio is the way to get frequency at low cost when and where you want it, for advertising flexibility in time, place, mood, and commercial type and length geared to each audience in each market. "Get Close to Your Customers with America's Newest Medium, Spot Radio" discusses such other attributes of the changed medium as omnipresence, intimate companionship, consumer attachment, and commercial admission and carry-over, abetted by personal salesmanship and by blending with compatible program environment.

The Pontiac Press. "Roosevelt Carried Everything With Him" (Teddy, in 1904) and "Roosevelt Is Elected" (FDR, 1932) are just two of the headlines from front pages of the Pontiac (Michigan) Press, reproduced in a series of advertisements sent to top agency executives as a "testimonial to the vital role the daily newspaper plays in the lives of each one of us." Each full page or spread, showing a number of front pages spanning the first six decades of our century, is devoted to a central theme, such as "Our Presidents," "Man's Folly" (war), or "The World of Sports and You."

Television Bureau of Advertising provides another primer, "TV Basics," giving current statistics on 16 areas of television advertising. Examples: Some 6.3 million homes, 13.5 per cent of the 46.9 million U.S. TV homes, have at least two sets; the public's daily cost of running a set (11 cents per TV home) exceeds the nine cents a day per home spent by all advertisers for all TV programs; advertisers' investments in TV, \$1.6 billion in 1960, have jumped 2,659

(Continued on page 106)



PHOTO BY CORRY

Concentrated COVERAGE where it counts...

Everyone knows *where* the generous coverage of delectable icing should go on the cake to produce the most pleasing results — it's just a matter of *how* to best go about achieving it.

Similarly, the FIRST 3 markets of New York, Chicago and Philadelphia — which account for 19% of total U. S. Effective Buying Income — are widely recognized as the vital pivotal markets around which the most successful national marketing campaign must be built.

When you plan your advertising media schedule, don't depend on a child to do an adult's job of adequately covering the three great markets of New York, Chicago and

Philadelphia. In these compact, most profitable markets where the family coverage of General Magazines, Syndicated Sunday Supplements, Radio and TV thins out, *there is no substitute* for FIRST 3 MARKETS' dominant 54% COVERAGE of all families.

In addition, busy cash registers in the six states adjacent to the 3 markets ring up 29¢ out of every U. S. Retail Sales \$1.00. FIRST 3 concentrates the bulk of over 5½ million circulation within these six states to deliver 40% COVERAGE of all families.

To make your advertising sell *more* where *more* is sold, Concentrate COVERAGE where it counts . . . with FIRST 3 MARKETS GROUP.

THE GROUP WITH THE SUNDAY PUNCH



PHOTOGRAPHY • COLORGRAPHY

New York Sunday News Coloroto Magazine
Chicago Sunday Tribune Magazine
Philadelphia Sunday Inquirer "Today" Magazine

New York 17, N.Y., News Building, 220 East 42nd Street, Murray Hill 7-4894 • CHICAGO 11, Ill., Tribune Tower, Superior 7-0043 • SAN FRANCISCO 4, Calif., 155 Montgomery Street, Garfield 1-7948 • LOS ANGELES 5, Calif., 3400 Wilshire Boulevard, BRink 4-S-355*

Media/Scope, June 1961

HUNTING THE PREMIUM MALE MARKET?

Cover it efficiently, effectively and economically in ELKS MAGAZINE!

Elks are adult, affluent, acquisitive—with a high median income of \$8,709* . . . premium prospects for investments, luxuries, travel, impulse items for the entire family. As a group, they rank first in ownership* of homes, automobiles, apparel, appliances, and personal possessions. Nearly one-half of all Elks are business owners, officials or professional men* . . . prime buyers of business equipment and financial services.

ELKS MAGAZINE is the only publication designed to reach, influence and sell this dynamic Men's group with little duplication of mass media circulation. **Cost-per-thousand?** About half that of other leading Men's magazines. For complete details, write for your copy of "The Elks Market—1961."

*1961 Starch Consumer Report



THE
**Arkansas
Gazette** *

* LEADS IN TOTAL CIRCULATION

* LEADS IN TOTAL ADVERTISING LINAGE
(Exclusive Media Records Subscriber In Little Rock)

* WE ARE THE LEADING PAPER BY FAR
IN TOTAL CIRCULATION AND TOTAL ADVERTISING

there's news in little rock . . .

CHD
CONTINUITY - IMPACT - DISCOUNT
PLAN

Oldest Newspaper
West Of The
Mississippi River

Arkansas Gazette

Established 1819

Represented
Nationally By
The John Budd Co.

(Continued from page 104)

per cent since 1949, compared to a 123 per cent gain for all advertising expenditures. A three-dimensional model on the back, of TV audience by month and time period, puts the "summer slump" into perspective. ■

Media/dates

JUNE

- 8-9: North Carolina Assn. of Broadcasters, Durham, N. C.
 - 11-14: Assn. of Industrial Advertisers, Statler Hotel, Boston.
 - 11-14: National Assn. of Direct Selling Companies, LaSalle Hotel, Chicago.
 - 11-14: Poster Advertising Assn. of Canada, Chantecler Hotel, Ste. Adele, Quebec.
 - 11-23: Advertising Federation of America, Advanced Management Seminar, Chatham Bars Inn, Cape Cod, Mass.
 - 14-16: Virginia Assn. of Broadcasters, Hotel Roanoke, Roanoke.
 - 15-17: Florida Assn. of Broadcasters, Seville Hotel, Miami Beach.
 - 19-21: American Marketing Assn., Ambassador Hotel, Los Angeles.
 - 21-24: Trans-America Advertising Agency Network, Sheraton-Plaza, Boston.
 - 22-24: Mutual Advertising Agency Network, Palmer House, Chicago.
 - 23-24: Colorado Broadcasters Assn., La Court Hotel, Grand Junction.
 - 25-28: New England Newspaper Advertising Executives Assn., Mount Washington Hotel, Bretton Woods, N. H.
 - 25-29: National Advertising Agency Network, Broadmoor Hotel, Colorado Springs, Colorado.
 - 25-29: Advertising Assn. of the West, Olympic Hotel, Seattle.
 - 25-29: American Academy of Advertising, University of Washington, Seattle.
- ### JULY
- 9-12: Newspaper Advertising Executives Assn., Statler Hilton, Detroit.
 - 9-21: National Assn. of Broadcasters, Executive Development Seminar, Harvard School of Business, Cambridge, Mass.
 - 10-12: National Assn. of TV and Radio Farm Directors, Hotel Shoreham, Washington, D. C. ■

Media trends

Because more stations are asking their representatives' advice on setting up package plans or on revising those already in effect, one representative, Weed Television Corp., turned to SRDS for the answers. The resulting analysis of 490 stations showed that 89 per cent of them do publish package plans, that the great majority are based on number of announcements per week, and that more than 80 per cent apply to fixed positions. Only one-third of the stations, however, allow plans to operate in prime time.

* * *

The 1961 Rate and Allotment Schedule from Naegele Outdoor Advertising Co. opens with the reminder of the tremendous sums spent by plant operators to improve their locations. This improvement is forced upon the operator in direct proportion to rate of market growth.

In 1960, for example, General Outdoor spent more than \$1 million to add to its physical properties, \$4 million to add to its display plant. During the first seven months of 1960, GOA built 2,981 new panels throughout the U. S., but it had to remove 2,885, for a net gain of 96 panels from coast to coast.

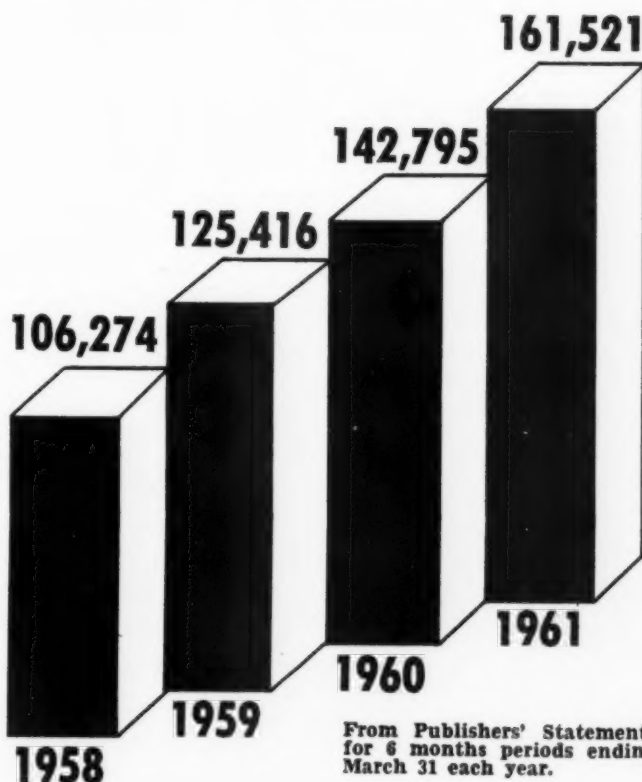
* * *

Thanks to a steep rise in daytime sets in use, with a peak of 39 per cent of homes tuned in between 5:00 and 6:00 P.M., TV viewing set an all-time record in February, says the Television Bureau of Advertising. February average for U. S. TV homes was six hours, eight minutes per day.

But, according to a study by Campbell-Ewald, each set in use may have fewer viewers than in past years.

In addition to finding that the viewer is becoming more selective, but that what he does watch is watched with greater identification and intensity, the agency asked Social Research, Inc. to ask 225 viewers in nine cities why they watch television. The answer, according to survey results, depends on the viewer's social class. Program types on the way up in popularity, reports the study, include suspense-mystery shows and, among women, soap operas. On the way down may be Westerns and variety shows.

Journal-American increases its lead over the second evening paper...



The New York Journal-American's daily circulation averaged 639,116 for the 6 months ending March 31, 1961 . . . largest circulation of any 10c daily newspaper in the world! That's 161,521, or 33.8% more than the World-Telegram and Sun, the second New York evening newspaper. The above chart shows how the circulation gap between the Journal-American and second place has widened year by year.

Journal-American

Represented Nationally by Hearst Advertising Service Inc.

THE SPECTATOR



95.7% OF ALL HOUSEHOLDS IN HAMILTON

CANADA'S 4th LARGEST "GASOLINE STATION SALES" MARKET

Gasolines, motor oils, tires, batteries or accessories—you name it—Hamilton represents one of the most lucrative markets available to you in Canada.*

To reach and sell prosperous Hamilton, use the hard-selling pages of THE HAMILTON SPECTATOR. More Spectators are sold in Hamilton than there are households.

*Gasoline station sales in Metropolitan Hamilton total \$13,007,000.

Source—Sales Management Survey of Buying Power.

ONLY THE SPECTATOR CAN GIVE YOU HAMILTON'S UNDIVIDED ATTENTION

The Hamilton Spectator

A SOUTHAM NEWSPAPER

UNITED STATES
Cresmer & Woodward Inc. (Can. Div.)
New York, Detroit, Chicago,
San Francisco, Los Angeles, Atlanta

TORONTO
The Southam Newspapers
88 University Ave.
K. L. Bower, Manager

MONTREAL
The Southam Newspapers
1070 Bleury St.
J. C. McCague, Manager

Media/scope's

Advertising Cost Index

Reported by Media/scope's Research Department

Ad Rate Changes:

April 1960 to April 1961



Business Publications

The typical business publication campaign in April 1961 cost \$104.42, compared with the identical campaign in April 1960, when it cost \$100. During the same period, circulation increased 0.9 per cent and cost-per-thousand circulation went up 3.5 per cent.



Consumer Magazines

During the 12-months' period April 1960 through April 1961, the average consumer magazine campaign increased \$8.37 per \$100 allocated in the same period in the previous year. Circulation rose 4.5 per cent, and cost-per-thousand rose 3.7 per cent.



Daily Newspapers

To duplicate the identical newspaper schedule of April 1960 in April 1961, the advertiser had to increase his dollar allocation for newspaper space 5.6 per cent. Circulation had risen 1.2 per cent and cost-per-thousand had risen 4.3 per cent.



Spot Radio

In April 1961, the average spot radio campaign cost the advertiser \$101.28 for time costs, compared to \$100 for the same schedule in April 1960. During the same period of 1959-1960, time costs increased by 5.4 per cent.



Spot Television

For every \$100 invested in spot television time in April 1960, the advertiser had to increase his appropriation \$6.10 to repeat the schedule in April 1961. This compares with an increase of 11.6 per cent in April 1960 over April 1959.

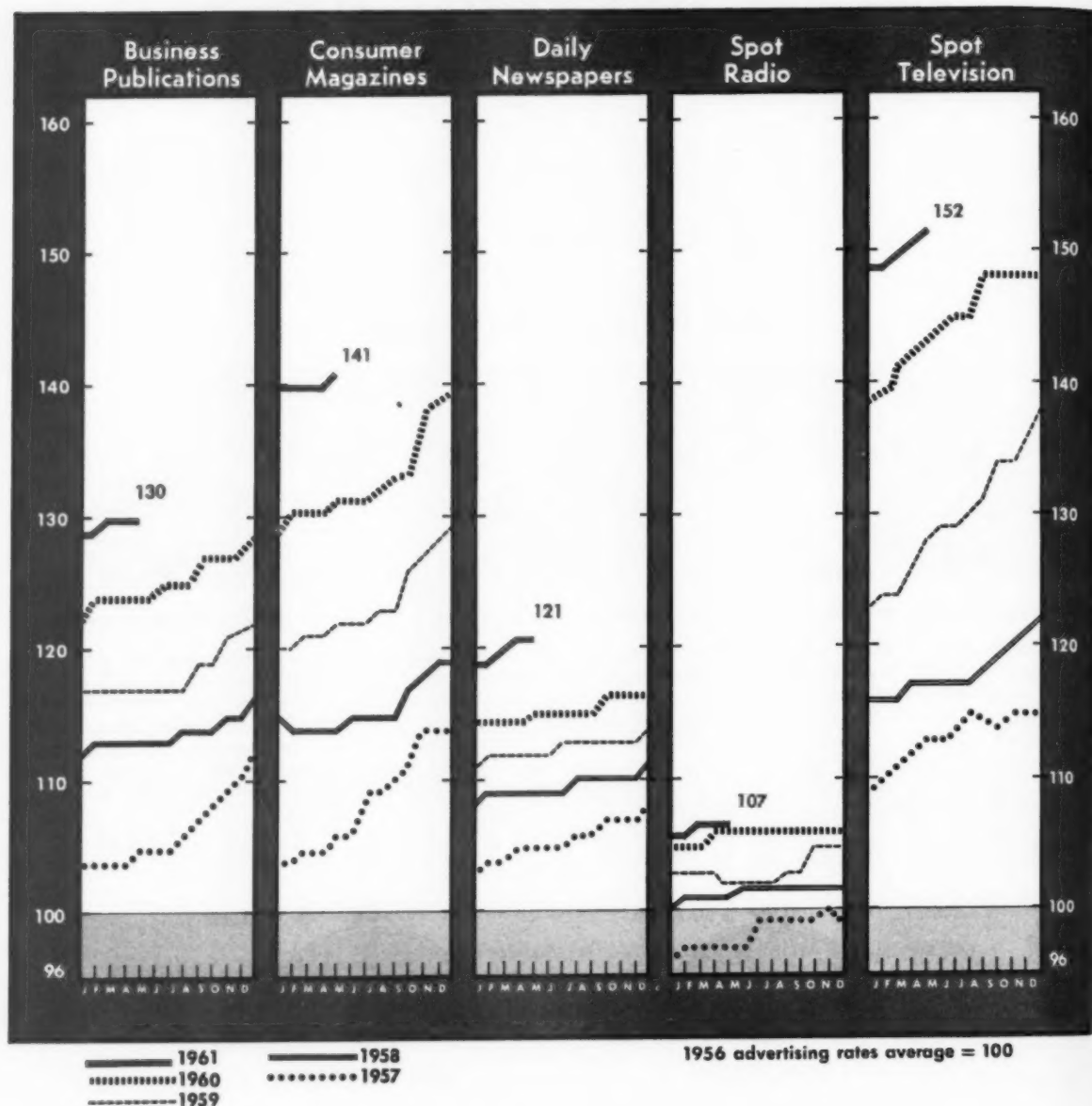
Note: in all meters \$100 = unit cost for April 1960

Source: Standard Rate & Data Service, Inc.

Charts and meters may not be reproduced without written permission.

AD RATE INDEXES

Long-term Trends



Business Publications

Business publication space rates in April 1961 continued at 30 per cent higher than in the base year, 1956. Circulation was 15 per cent higher, and cost-per-thousand circulation 13 per cent higher than in 1956.

Consumer Magazines

Consumer magazine page rates in April 1961 were approximately 41 per cent higher than in the 1956 base period. During this time circulation had increased 19 per cent, and cost-per-thousand had increased 18 per cent.

Daily Newspapers

National advertising display rates of daily newspapers in March and April 1961 were 21 per cent higher than dur-

ing the 1956 base year. Circulation had increased 2.6 per cent since 1956, and cost-per-million circulation had risen 18 per cent.

Spot Radio

Time charges of a national spot radio campaign of 1956 would in April 1961 have cost the advertiser 7 per cent more than during the 1956 period. The April 1960 rates, by comparison, were 6 per cent above the 1956 average.

Spot Television

Prime spot television time rates were 52 per cent higher in April 1961 than they were during the 1956 base year. By comparison, the April 1960 rates were up 43 per cent, and the April 1959 rates were 28 per cent over the base period.

Colo
used

America
Bonsi

Breast C

D'Aro

Dean M

Clinto

General

Dream

Jell-O

Instant

Young

The Pro

Duncan

Comple

Peter Ecl

Bonsi

S. C. Joh

Shoe Po

Needb

Kaiser Al

Young

Kellogg C

Leo Bu

Corn Pro

Hellman

Knorr Sc

Dancer-

McKesson

Merry C

Store Pr

Dancer-

Clairol Inc

Loving C

Foot, C

Personal P

Modess

Young &

Lever Bro

Mrs. Butt

J. Walte

National D

Sealtest -

N. W. A

Breakston

Mogul, T

Simoniz C

Simoniz V

Dancer-J

Color-i has been used by:

American Electric Power Co., Inc.
Bonsib, Inc.

Breast O' Chicken Tuna, Inc.
D'Arcy Advertising Company

Dean Milk Co.
Clinton E. Frank, Inc.

General Foods Corporation
Dream Whip Dessert Topping Mix
Jell-O Gelatin Desserts
Instant Sanka Coffee
Young & Rubicam, Inc.

The Procter & Gamble Co.
Duncan Hines Cake Mixes
Compton Advertising, Inc.

Peter Eckrich & Sons, Inc.
Bonsib, Inc.

S. C. Johnson & Son, Inc.
Shoe Polish
Needham, Louis & Brorby, Inc.

Kaiser Aluminum & Chemical Corp.
Young & Rubicam, Inc.

Kellogg Company
Leo Burnett Company

Corn Products Co.
Hellmann's Italian Dressing
Knorr Soup
Dancer-Fitzgerald-Sample, Inc.

McKesson & Robbins, Inc.
Merry Christmas Drug
Store Promotion
Dancer-Fitzgerald-Sample, Inc.

Clairol Incorporated
Loving Care
Foot, Cone & Belding, Inc.

Personal Products Corp.
Modess
Young & Rubicam, Inc.

Lever Brothers Company
Mrs. Butterworth's Syrup
J. Walter Thompson Company

National Dairy Products Corporation
Sealtest—Cottage Cheese
N. W. Ayer & Son, Inc.
Breakstone—Cottage Cheese
Mogul, Williams & Saylor, Inc.

Simoniz Company
Simoniz Vista Wash and Wax
Dancer-Fitzgerald-Sample, Inc.



The full page, roll-fed newspaper insert, preprinted in spectacular colorgravure brings tremendous new consumer impact to newspaper advertising, and makes incomparable dealer impression. For market availabilities, production detail, total cost estimates, and any other information see . . .

Preprint & Publishing Service, Inc.

305 East 46th St., New York 17, N. Y.—PLaza 1-2056

these 5 lbs.
carry weight
where
electronics
purchasing
decisions
are made



Referred to regularly
most frequently
considered most helpful
by 74,000 engineers,
buyers and manufacturers.



Closes July 15th. You can't afford to stay out!
To be in, write or call:

Adv. Dept., 72 W. 45 St., New York 36. MU 2-6606

CAPTURE
75%
OF THE BUYING POWER
OF THE BIG
TEXAS
MARKET
WITH ONE ORDER...
SAVE UP TO 23%

SPECIFY THE TEXAS NEWSPAPER
GROUP

- ★ Beaumont Enterprise and Journal
- ★ Corpus Christi Caller and Times
- ★ Dallas Times Herald
- ★ El Paso Times and Herald-Post
- ★ Fort Worth Star-Telegram
- ★ Houston Chronicle
- ★ San Antonio Express and News

1,068,855 DAILY CIRCULATION
976,733 SUNDAY CIRCULATION

Represented Nationally by The Branham Company

PERSONNEL CHANGES

NAME	FORMER COMPANY AND POSITION	NEW COMPANY AND POSITION
Agency		
James S. Barden	Miller Publishing Co., Mktg. Resch. Dir.	Knox Reeves Advertising. Mktg. Resch. Exec.
Howard Black	Ted Bates & Co., Inc., V. P.	Ted Bates & Co., Inc., Sr. V. P.
Alberto J. Castelli	International Research Associates, V. P.	McCann-Erickson Corp. (Int'l.), Resch. Coordinator
Scott Costello	Chirurg & Cairns, V. P., General Mgr.	Chirurg & Cairns, Senior V. P., Client Service
George Frey	Sullivan, Stauffer, Colwell & Bayles, Inc., V. P., Network Relations	Sullivan, Stauffer, Colwell & Bayles, Inc., Consultant
George V. Grulich	C. J. LaRoche & Co., Inc., Acct. Exec.	C. J. LaRoche & Co., Inc., V. P., Marketing Dir.
William R. Hesse	Benton & Bowles, Inc., Exec. V. P.	Benton & Bowles, Inc., President
Sanford L. Hirschberg	W. B. Doner & Co., N. Y., Exec. V. P.	W. B. Doner & Co., N. Y., President
William E. Holden	Doherty, Clifford, Steers & Shenfield, Inc., V. P.	Fuller & Smith & Ross, Inc., Sr. V. P.
H. Victor Hollingshead	Grant Advertising, Inc., Detroit, Media Dir.	Geyer, Morey, Madden & Ballard, Inc., Detroit, Assoc. Media Dir.
Robert E. Lusk	Benton & Bowles, Inc., President	Benton & Bowles, Chmn. of Board
Frank J. Mahon	William Esty Co., Media Supv.	William Esty Co., Assoc. Media Dir.
Thomas McClintock	Dancer-Fitzgerald-Sample, Inc., Media Supv.	Papert, Koenig, Lois, Inc., Media Supv.
John J. Meskil	McCann-Marschalk Co., Inc., Media Dir.	McCann-Marschalk Co., Inc., V. P., Media Dir.
Jean O'Connor	Larrabee Associates, Inc., Time Buyer	Robert M. Gamble, Jr., Inc., Media Dir.
Albert W. Reibling	Ted Bates & Co., Inc., Asst. V. P.	Ted Bates & Co., Inc., V. P.
Harold B. Simpson	William Esty Co., Media Supv.	William Esty Co., Assoc. Media Dir.
Norma Strassman	Doherty, Clifford, Steers & Shenfield, Inc., Head Estimator	Chirurg & Cairns, Inc., N. Y., Radio-TV Time Buyer
Dr. Ho Sheng Sun	Toni Company, Dir. Media Resch.	Post & Morr, Inc., Dir. Media Resch. Dept.
Dave Wasko	Geyer, Morey, Madden & Ballard, Inc., V. P., Media	Geyer, Morey, Madden & Ballard, Inc., Acct. Exec.
George Weaver	J. Walter Thompson Co., Media Dir., Los Angeles	Erwin Wasey, Ruthrauff & Ryan, Los Angeles, Media Dir.
Advertisers		
Charles M. Boland	TV Consultant	Dictograph Products, Inc. Mgr., Adv., Sales Promo.
Robert J. Fisher	Ford Motor Co., Adv., Sales Promo. Mgr., Lincoln-Mercury Div.	Ford Motor Co., Dir., Adv. Sales Promo., Marketing Staff
Robert Glickman	Hunt Foods & Industries, Asst. to Dir., Adv., P. R.	Hunt Foods & Industries, Media Manager
Curtis Kent	Schick Safety Razor Company, New York, Sls. Promo. Mgr.	Schick Safety Razor Company, Culver City, Calif., Advertising Mgr.
Benjamin F. Leaman, Jr.	Owens-Corning Fiberglas Corp., Industrial & Commercial Construction Materials Div., Mktg. Mgr., Architectural Sales	Owens-Corning Fiberglas Corp., Corporate Adv. Dir.
Harold J. McCormick	Dancer-Fitzgerald-Sample, Inc., N. Y., V. P.	B. F. Goodrich Tire Co., Akron, Mgr., Adv., Promo.
Arthur E. Toft	Warner-Lambert Pharmaceutical Co., Product Director	Schick, Inc., Dir. Adv., P. R.

Media/scope, June 1961

Metropolitan OAKLAND **is on the move*

IN DRUG SALES!



1950- \$28,414,000

Source: 1961 Sales Management Survey of Buying Power

1960- \$67,301,000



The greater East Bay (Oakland area) is an entirely separate market from the West Bay (San Francisco area) ... with different local editorial interests.

...And the **FACTS** prove that **ONLY** the **TRIBUNE** really covers this separate Market (Alameda and Contra Costa Counties) Northern California's largest population center.

* For full particulars on this fast growing market, call the nearest Cresmer & Woodward office for your copy of the BRIGHT SPOT... or write to Advertising Director, Oakland Tribune, Oakland 12, California.

Oakland Tribune

NATIONAL REPRESENTATIVES: Cresmer & Woodward, Inc.
SUNDAY COMICS: Metropolitan Sunday Newspapers, Inc.

Largest Home Delivered Circulation in Northern California!

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A SAUCE TO top all sauces.

Most pertinent publication to his problems and challenges (in operation for both profit and volume) is



Ahrens Publishing Company, Inc.
230 Park Ave., New York 17, N. Y.
201 N. Wells St., Chicago 6, Ill.
505 Eight-O-Five Peachtree Bldg.,
Atlanta 8, Ga.
111 Sutter St., San Francisco 4, Calif.
8721 Beverly Blvd.
Los Angeles 48, Calif.

because (1) it is wedded to the TOP-VOLUME commercial restaurant operator, as his very specialized publication, and (2) food advertisers throw more space and more ideas into RM than into any other mass feeding medium.

As a media decision aid, check RM's exclusive census of restaurant market operating data, via its latest Reader Report. Copy is yours on request.

Restaurant Management

60,000 top-volume operating circulation



Steel.....Second Cover—R0P1	<i>Beaumont, Heller & Sperling, Inc.</i>
Successful Farming.....12	<i>L. E. McGivena & Company</i>
Syracuse Newspapers.....100	<i>Doug Johnson Associates, Inc.</i>
Tacoma News Tribune.....26	<i>The Condon Company</i>
Texas Newspaper Group.....112	<i>Sam Bloom Advertising Company</i>
Today's Health.....89	<i>John W. Shaw Advertising, Inc.</i>
Traffic World.....71	<i>The Schuyler Hopper Company</i>
Transport Topics.....11	<i>The Allman Company</i>
U. S. News & World Report.....38-39	<i>MacManus, John & Adams, Inc.</i>
WFGA-TV Jacksonville, Florida.....32	<i>Grant Advertising, Inc.</i>
WLOS-TV Asheville, North Carolina.....77	<i>Grant Advertising, Inc.</i>
WMAL-TV Washington, D. C.....95	<i>Henry J. Kaufman and Associates</i>
WNEW Radio New York.....34	
WNEW Television New York.....63	<i>Hicks & Greist, Inc.</i>
WQXR Radio New York.....94	<i>Ralph Gardner Advertising</i>
WSBT-TV South Bend.....86	<i>Lamport-Fox-Prell & Dolk, Inc.</i>
WTRF-TV Wheeling, West Virginia.....100	<i>The Gutman Advertising Company</i>
WTVJ-TV Miami.....11	<i>Grant Advertising, Inc.</i>

YOU CAN QUOTE ME...

"RCA Victor Stations tell me they select the WLW Television Stations to advertise RCA Victor Color sets because they're among the broadcasting leaders in the nation... with their Color TV engineering skills, wonderful Color programming and Color selling power."

Jack M. Williams

Jack M. Williams, Vice Pres.
Advertising and
Sales Promotions
RCA Sales Corporation

I'LL SAY THIS...

"WLW Television Stations have gone all out to sell RCA Victor Color TV sets in the grand tradition of the Crosley Broadcasting group... covering store fronts and home fronts locally mean business for RCA Victor. Advertisers have a pot of gold waiting for them at the end of the WLW Television Color rainbow!"

Raymond W. Saxon

Raymond W. Saxon, Vice Pres.
Marketing
RCA Sales Corporation



Call your WLW Representative... you'll be glad you did!
The dynamic Crosley Stations



Crosley Broadcasting Corporation, a division of *Amco*

ARF AUDIENCE CONCEPTS REPORT

THIS REPORT, described elsewhere in this issue, is entitled "Toward Better Media Comparisons." In effect, it discards *advertising exposure* as an index for media comparisons, and selects *perception* of the advertising message.

Such a choice would not be made by this magazine. In the very first issue of MEDIA/SCOPE, October 1957, we published an interview entitled, "Can Readership Studies Be Used in Selecting Advertising Media?" Certainly, readership is a form of perception. It was an interview with Dr. Daniel Starch and Howard Stone, president of the Starch organization. The conclusion was that if the readers per dollar for an *identical* advertisement in two magazines were greater in Magazine A than in Magazine B, then A might be considered to have some advantage for the advertiser, *provided*, that the magazines were similar in their audiences, rates, and circulations, and even thickness of issue.

But suppose that the readers of Magazine B are twice as expensive to get but twice as desirable?

Purpose of an Advertising Medium

Exploring this subject further in an editorial in February 1958 entitled, "Purpose of an Advertising Medium," this magazine stated:

"What is the purpose of an advertising medium? What can the advertiser rightly expect that the medium will do for him as an exercise of its essential function? Will it get readership for his advertisement? Will it sell goods? Will it get listeners to call ELdorado 1-3679?"

"Basically, it is none of these things, although the medium contributes to all three. The prime purpose of an advertising medium is to *expose* the advertiser's message to an audience that is composed in worthwhile degree of potential purchasers of the product or service advertised."

More than a year later, in April 1959, Alfred Politz wrote for MEDIA/SCOPE an article entitled, "What Is Essential To Know From Magazine Media Research?" This contribution won for him the Bronze Plaque in the Media Statements classification of the Annual Media Awards the following year. He maintained that "... it must be our aim to direct general media measurement toward the *media* function, rather than toward the copy function or a mixture of both." The essential function of

media is *exposure*, he maintained, and defined it as "The act of laying open. Exposure is the boundary of the medium's function. From there on the power of the copy writer takes over from the power of the medium. Therefore *exposure* is a cleaner instrument for estimating media efficiency."

This conception of *exposure* representing valuable and significant media research has been indorsed by four separate and independent panels of judges in the Annual Media Awards. In addition to the top award that the article received for a significant public statement in 1960, the *advertising page exposure* study done for *The Saturday Evening Post* by Politz received the Bronze Plaque in 1959, and *The Rochester Study* on the value of repeat advertising page exposures and also done for *The Post* by Politz, received the Bronze Plaque in 1961. The Politz study, "Outside Transit Posture Exposure," using a similar conception of exposure as an index of media effectiveness and done for the National Association of Transportation Advertising, won a Certificate of Merit in 1960.

Contamination of Perception as Index

In spite of the difficulties of using advertising exposure as a measure in media comparisons, it is not apparent that it presents more obstacles than the index of perception. It has the important advantage of being a pure media index, uncontaminated as is the case with perception, by considerations of remembrance of other advertising, the inherent interest in the product, the skill of the copy writer or layout man, and other factors over which the medium has no control. And how could you ever get indices of perception on a comparable basis even within one media field, as magazines, much less than in dissimilar fields? It would take such an intricate cooperation among advertisers in the placement of their message as to defy the imagination.

It is possible that the dilemma of the Audience Concepts Committee is indicated in the opening sentence of its conclusions: "Our discussion in this report has been directed to the advertising process, and we have referred to the way in which media work only in passing." Sometime the ARF should issue a report on media comparisons which considers the way media work. How can comparisons be made adequately otherwise?



NEW YORK

The Market and Its Media

**How the Market and its Media are affected
by population changes between 1950 and 1960.**

THE MARKET

17 counties in area account for 8.2% of U. S. population, 10.6% of spendable income, 9.2% of retail sales.

Manhattan's resident population down 14% since 1950, only one-quarter as large as daytime population.

Population explosion into suburbs, with 100% gain for Nassau, 140% for Suffolk, 66% for Middlesex.

Suburban population no longer tied to New York as before the war.

Negroes spreading out from Manhattan.

Department store sales in branches outside city sometimes greater than for parent stores.

Traffic and commuting headaches are king-sized.

THE MEDIA

New York City newspapers struggle to offset city losses with gains in suburbs, but compete with fast-growing suburban papers.

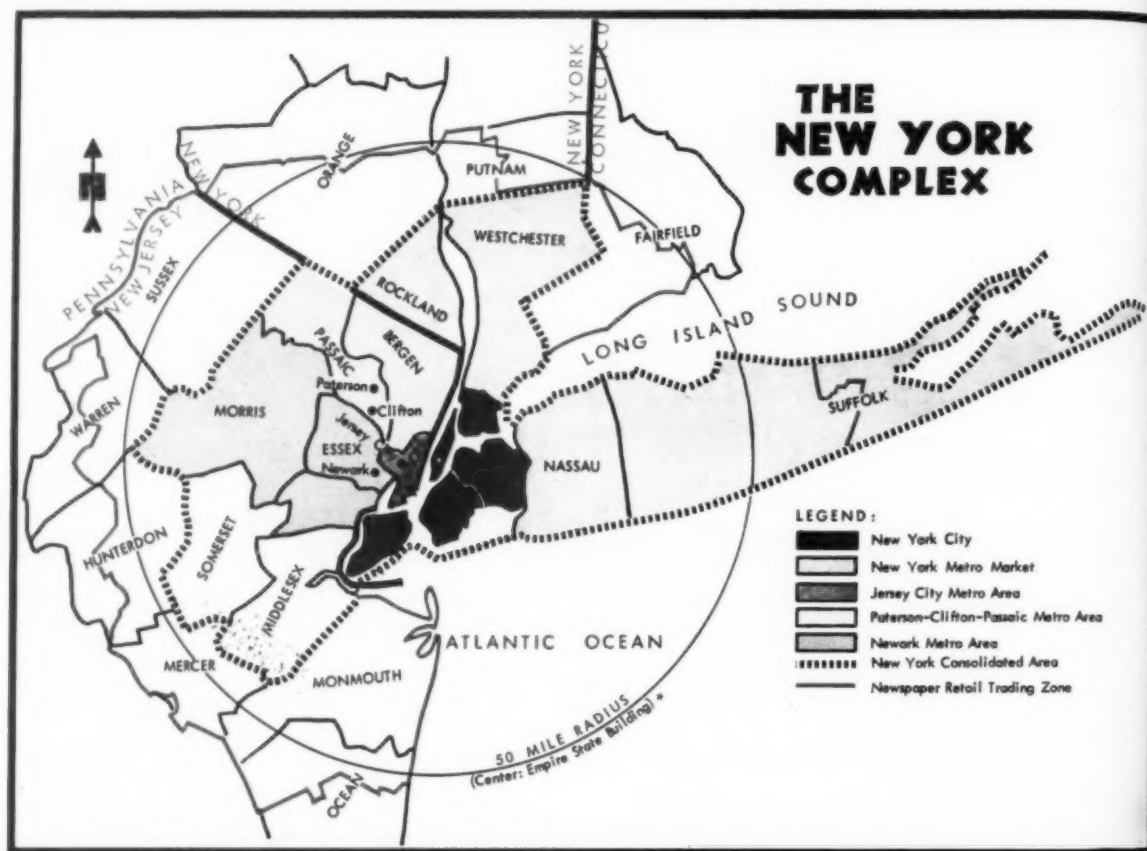
TV stations with greatest power enjoy the greatest advantage; others compete in programming.

New York area boasts 43 thriving radio stations, reaching 4.3 million homes with radio sets.

Magazines show marked gains in suburbs, with some suffering losses in New York City.

Nine outdoor plant operators seek to prove New York is a group of self-contained markets.

Transit advertising contends with erosion of transit facilities, and private cars increase.



NEW YORK IS NOT the largest city in the world. Tokyo, for one, beats it in population. But it is by far the largest city in the U. S. According to the 1960 Census, 7,729,700 persons live within its borders, in 2.3 million households. Add to that the residents of 12 counties usually considered part of the New York complex, and advertisers are confronted with a market of 4.4 million households, containing 14.7 million people.*

*Definitions of the New York area vary. For example the Metropolitan Regional Council, devoted to regional planning, is composed of county and municipal officials in 21 counties, including nine in New Jersey, 11 in New York (including the five counties of New York City), and lower Fairfield county, Connecticut. Unless otherwise noted, the New York area in this discussion will be the 17-county complex defined by the U. S. Bureau of the Budget as the New York-Northeastern New Jersey Standard Consolidated Area, composed of the New York Metro Area (New York City, Nassau, Rockland, Suffolk, Westchester Counties); the Newark Metro Area (Essex, Morris, Union Counties, New Jersey); the Jersey City Metro Area (Hudson County, New Jersey); the Paterson-Clifton-Passaic Metro Area (Bergen, Passaic Counties, New Jersey); plus two unattached but contiguous counties in New Jersey, Middlesex and Somerset.

Retail sales for the area exceed \$20 billion annually.

This area represents 8.2 per cent of the population of the U. S., 10.6 per cent of the country's spendable income, and 9.2 per cent of the nation's retail sales. It is a rather frightening phenomenon.

Big as it is, New York is hardly unique either in its problems or in its promise. Like most urban centers in this country, New York's population has been spreading out during the past decade. Manhattan Island, the heart of the city, boasts a daytime population of nearly 4.5 million on any business day. But the resident population is only one quarter as large, and has declined since 1950 by nearly 14 per cent. It is said, and not without justice, that Manhattan is a town occupied only by the very rich—housed in the luxury apartment buildings mushrooming along Second and Third Avenues—and the very poor, crowded into the low-income housing skyscrapers marching in unbroken ranks along the East River and through the old lower East Side, or in marginal tenements. Harlem, on the northern rim of the island, houses some

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DIMENSIONS OF THE NEW YORK MARKET*

		New York Complex	New York City	Suburbs	Per Cent In Suburbs
Population	1960	14,727,300	7,729,700	6,997,600	47%
	1950	13,269,000	8,230,900	5,038,100	37
	Per cent of change	10.99	-6.09	38.89	
Households	1960	4,449,440	2,412,470	2,036,970	45
	1950	3,781,470	2,385,630	1,395,840	37
	Per cent of change	17.66	1.13	45.93	
Total Retail Sales	1960	20,181,709,000	10,811,178,000	9,370,531,000	47
	1950	13,652,066,000	8,980,646,000	4,671,420,000	39
	Per cent of change	47.83	20.38	100.59	
Food Stores	1960	5,193,428,000	2,784,359,000	2,409,069,000	47
	1950	3,837,177,000	2,417,911,000	1,419,266,000	37
	Per cent of change	35.35	15.16	69.74	
Drug Stores	1960	572,690,000	314,348,000	258,342,000	49
	1950	368,460,000	232,252,000	136,208,000	37
	Per cent of change	55.43	35.35	89.67	
Gen. Mdse.	1960	2,139,788,000	1,190,166,000	949,622,000	45
	1950	1,411,847,000	1,027,192,000	384,655,000	27
	Per cent of change	51.56	15.87	146.88	
Apparel	1960	2,111,008,000	1,369,963,000	741,045,000	35
	1950	1,827,499,000	1,350,112,000	477,387,000	26
	Per cent of change	15.51	1.47	55.23	
Home Furnishings	1960	1,209,113,000	651,622,000	557,491,000	45
	1950	914,286,000	588,123,000	326,163,000	36
	Per cent of change	32.25	10.80	70.92	
Automotive	1960	2,153,713,000	772,245,000	1,381,468,000	64
	1950	1,374,464,000	650,777,000	723,687,000	53
	Per cent of change	56.69	18.67	90.89	
Filling Stations	1960	877,035,000	309,930,000	567,105,000	65
	1950	390,599,000	156,552,000	234,047,000	60
	Per cent of change	124.54	97.97	142.30	

*N.Y.-Northeastern N. J. Consolidated Area: 17 Counties.

SOURCE: SRDS

400,000 Negro residents, who are fighting for scarce living room with thousands of immigrants from Puerto Rico. (New York's Puerto Rican population is nearly three quarters of a million, almost double the 1950 figure.) In short, the middle class in Manhattan is holding on with an increasingly precarious hold. Significantly, retail sales have risen least in Manhattan of all the counties in the New York complex, 12.7 per cent.

Suburban Population Explosion

This slow rate of growth, is of course, not caused solely by the population decline and an influx of lower-income families. The suburbs have literally exploded in the last decade—especially Nassau, Suffolk, and Middlesex (N. J.) Counties, in which have blossomed mile upon mile of middle-class tract developments, and even apartment buildings. One out of four new housing units in Nassau are rental apartments. Nassau's population nearly doubled in the decade; Suffolk's increased 140 per cent; Middlesex population is up two-thirds.

The retailers have followed along. Shopping centers—and big ones—ring the city; Roosevelt Field, Green Acres, Commack on Long Island, to name a few; Cross County in Westchester; Bergen Mall and Garden State Plaza in North Jersey. Each one has one or more major department stores in it, and these branches, some of them huge, are accounting for more and more of total store sales. In 1960, 42 per cent of Abraham & Straus sales were made in three branches outside the city limits. Some 40 per cent of Lord & Taylor's business was done in the suburban branches; Arnold Constable, 65.8 per cent; Gimbel's, 40.5 per cent; S. Klein, 66.5 per cent; Macy's, 25 per cent (not counting the Bamberger affiliates in New Jersey). E. J. Korvette, the big discount chain, does two-thirds of its New York metro area volume outside the city limits.

One of the new facts that both marketers and media are facing in the New York area is the increased mobility of the population. The plain truth is that the suburbs are no longer tied to the New York skyline the way they were before the war. It has been estimated that fewer than one third of Long Island working residents commute to the



SPECIAL MARKET REPORT

WHERE HAVE ALL THE PEOPLE GONE?

(County by County Change Over a Decade)

City Counties	1960 Popu- lation (000)	Per Cent Change from 1950	1960 Retail Sales (\$000)	Per Cent Change from 1950
Bronx	1,418.5	(1.8)	1,281.5	24.1
Kings	2,609.0	(3.9)	2,717.3	20.4
New York	1,666.9	(13.9)	4,738.0	12.7
Queens	1,813.0	17.2	1,860.0	38.8
Richmond	222.3	16.4	312.5	46.9
Suburban Counties				
Nassau	1,300.1	93.3	1,885.9	180.0
Rockland	136.8	53.2	139.6	96.8
Suffolk	666.7	141.5	769.2	172.5
Westchester	808.8	29.3	1,228.8	70.5
Bergen	780.2	44.7	485.5	113.5
Essex				
(Newark City)	923.5	1.9	1,392.0	18.3
Hudson				
(Jersey City)	610.7	(5.7)	696.8	17.8
Middlesex	433.8	63.8	485.7	89.5
Morris	261.6	59.2	293.7	86.8
Passaic	406.8	20.6	595.4	48.5
Somerset	143.9	45.3	147.0	71.5
Union	504.2	26.7	750.2	84.0

city; in New Jersey's eight metropolitan counties, only 150,000 make the trip across the Hudson River. By comparison, better than 1 million working residents stay strictly within the New Jersey area. As a matter of fact, this is hardly surprising in New Jersey. Newark and Jersey City are, after all, major cities by any standard save that of their mammoth neighbor to the East, and attract a large quantity of industrial employment.

They enjoy (with the Paterson-Clifton-Passaic area to the North) official metropolitan statistical area status, separate from each other, and from the New York Standard Metropolitan Statistical Area. They also suffer from the usual urban ills. Hudson County, the site of Jersey City, suffered the only population loss from 1950 to 1960 in the Jersey section of the New York complex, while Essex County, Newark's home county, enjoyed a population increase of less than 2 per cent, despite the existence of flourishing and expensive suburbs within its borders.

Movement of Negro Population

Another kind of mobility is also apparent in New York. A recent report by New York's State Commission Against Discrimination reveals a significant shift in the state's Negro population out of the city into the suburbs. Between 1950 and 1960, the Negro population of Manhattan increased less than 6 per cent. The rate of increase goes up as the distance increases from the center of the city. Queens, the fastest growing and most suburban in

character of the city counties, experienced an increase of 187 per cent in its Negro population, or more than 100,000 persons. Richmond, the semi-rural island off the Jersey shore, which is part of the city but not typical of it, registered the second largest increase in Negro population—82.5 per cent. But the increase in the four suburban counties within New York State has been enormous, considering the housing restrictions one would normally expect to find. Suffolk County has 155.9 per cent more Negroes in 1960 than in 1950; Nassau, 137.3 per cent; Westchester, 61.4 per cent; Rockland, 55.2 per cent. The total Negro population in the four suburban counties is as follows:

Nassau	42,000
Rockland	7,000
Suffolk	35,000
Westchester	62,000

The state views this mobility of non-whites as of "major sociological and economic significance," in respect to the improvement of Negroes' economic condition, and at least a partial relaxation of racial barriers. Surprisingly, the movement of Negroes into the suburbs has been relatively free of the kind of incidents that have made headlines in Cicero, Illinois, and Levittown, Pa.

Traffic and Commutation

If mobility is on the increase out of the city and within the suburban areas, it is decreasing within the city and into it. As in most other matters, New York's traffic and commuting headache is king-sized. Of some quarter-million commuters to the city from Long Island, only 65,000 use the Long Island Railroad. The remainder make it to work by private automobile, either directly into the city, or by car to inadequate parking facilities adjacent to subway links in Queens.

New Jersey's rail commutation to the city is generally considered to be in a crisis phase. The State of New Jersey has just passed a bill offering a small subsidy to New Jersey commuter railroads in return for maintenance of service; the august Port of New York Authority, a bi-state agency responsible for development of the port, interstate tunnels and bridges, and air terminals, is being urged, despite its reluctance, to take over the operation of the Hudson tube subway link to New Jersey. The Port Authority, which has been accused of being unduly solicitous of its rating on the bond markets, and therefore unwilling to involve itself in unprofitable rail operations, is currently building a second deck on the fabulously busy midtown bus terminal that serves commuter bus lines to New Jersey. The Authority is also in the process of com-

pleting a second deck on the George Washington Bridge, together with a new bus terminal at the New York end of it.

There is no need to tell New York advertising men about the New Haven and New York Central Railroads. Suffice it to say that the commuting divisions suffer from the same ills as do all commuting railroads: inefficient use of capital equipment because of the pattern of peak operation twice a day, and under-use during the remainder.

Influence on Media

The manifold factors of physical, social, and economic change apparent in the New York market in the last decade have seriously affected the many media serving the market. In a market as big as this one, nearly every medium makes a living, and most make a good one. But problems of size, of sprawl, of communication, and of identity have intensified during the decade, and will, by all accounts, intensify even further in the future. The market is in a sense, pulling itself apart, and the media must cope as best they can. For each, the central problem has a different facet; this discussion attempts to explore these many aspects and show how each medium is striving to maintain its relation to its market.

NEWSPAPERS: THE PROBLEM OF DIFFUSION

For the last decade, the metropolitan daily newspapers of New York City have been faced with a frustrating and implacable movement of population and buying power out of the central city and into the suburbs. The publishers are, of course, powerless to reverse this trend; but neither are they especially effective in following the new market to the place where it lives. Despite substantial gains in retail trading zone circulation, the New York papers little by little have seen their coverage of suburban households decline. As recently as 1958, the *Herald Tribune* had 15.7 per cent coverage of Westchester County households daily, and 23.3 per cent Sunday. In 1960, the figures were 11.4 and 17.4 per cent. The pattern is the same for the other papers:

Per Cent Coverage Westchester Households

	Daily		Sunday	
	1958	1960	1958	1960
<i>Journal-American</i>	11.3	7.8	25.7	20.0
<i>Mirror</i>	13.9	9.9	24.4	18.7
<i>News</i>	30.2	31.0	59.1	51.6
<i>Post</i>	less than five per cent			
<i>Times</i>	17.5	14.3	29.1	26.4
<i>World-Telegram and Sun</i>	less than five per cent			

The pattern is similar in Nassau County:

Per Cent Coverage Nassau Households

	Daily		Sunday	
	1958	1960	1958	1960
<i>Herald Tribune</i>	9.7	6.8	15.3	10.7
<i>Journal-American</i>	7.0	4.1	16.2	13.4
<i>Mirror</i>	10.9	8.6	20.3	15.7
<i>News</i>	27.9	22.2	51.4	44.8
<i>Post</i>	less than five per cent			
<i>Times</i>	11.5	10.3	23.6	18.1
<i>World-Telegram and Sun</i>	less than five per cent			

Source for both tables: Standard Rate & Data Service

Naturally, this does not mean that New York newspapers are on their last legs, or anything near it, as some television sales presentations have suggested. New York, even the city zone, is still quite a market, as the table in the first section of this article will demonstrate. The *New York News* is still the largest newspaper in the country in circulation, Hearst's *Mirror* the second largest, Hearst's *Journal-American* the largest in the afternoon field; the *Times* is among the top 10 in size, and probably first in prestige. The *Post*, smallest of the three afternoon papers, is the only one backing the Democratic party in Democratic New York, has carved out a niche for itself by bearing down heavily on exposés of municipal corruption. Despite its relatively small size, it is generally fat with department store and food chain advertising.

The *World-Telegram & Sun*, the Scripps-Howard entry in the field, with stock market tables, conservative coverage of the news, and good columnists, retains a good image in New York, although it suffered the greatest loss of circulation when the three afternoon sheets increased their newsstand price from five to 10 cents several years ago.

The *Herald Tribune* is attracting considerable attention these days in its drive to realize its potential and get out from under the shadow of the *Times*. The paper is in the process of upheaval, the result of active management on the part of Owner John Hay Whitney, who began to take hold after his stint as the Eisenhower Administration's ambassador to Great Britain. The new editor, John Denson, formerly ran *Newsweek*, and his continuing editorial changes have attracted much attention (and, reportedly, some circulation).

Struggle for Suburban Circulation

Nevertheless, every one of the New York metro dailies—except the *Times*—has lost total circulation in the last decade. This makes it even more imperative for the big dailies to go after the burgeoning suburban audience. After all, two out of every three dollars spent on new cars in the New York complex are spent outside the city itself. And fully half the total retail sales are made outside the

HOW BIG CITY NEWSPAPERS COVER THE MARKET—1960

(% Coverage of Households)

	Herald Tribune		Journal-American		Mirror		News		Post		Times		Telegram & Sun
	M.	S.	E.	S.	M.	S.	M.	S.	E.	S.	M.	S.	E.
5 City Counties	5.5	5.3	18.6	13.3	21.5	23.0	49.1	55.5	12.9	9.8	13.4	18.1	16.7
Suburban Counties													
Nassau	6.8	10.7	4.1	13.4	8.6	15.7	22.2	44.8	*		10.3	21.7	*
Suffolk	5.3	10.1	3.7	18.3	7.0	17.5	23.0	50.4	*		4.9	11.5	*
Rockland	6.2	13.5	8.6	23.1	6.5	16.0	34.5	56.9	*		8.5	17.8	*
Westchester	11.4	17.4	7.8	20.0	9.9	18.7	31.0	51.6	*		14.3	26.4	*
Bergen	5.1	12.9	5.9	19.2	5.5	13.8	21.7	49.5	*		7.4	16.0	*
Essex	4.5	7.2	3.5	5.2	6.4	7.7	15.4	26.5	*		5.7	10.3	*
Hudson		*	8.1	19.5	14.0	25.6	40.3	65.4	*		4.1	7.6	*
Middlesex	*	*	2.0	9.9	5.8	18.4	22.4	45.2	*		4.5	7.0	*
Morris	6.1	12.0	3.4	10.7	3.3	7.3	20.5	39.3	*		5.8	10.4	*
Passaic	2.4	6.2	3.6	21.1	8.2	20.1	23.9	56.2	*		3.9	7.9	*
Somerset	4.0	8.7	2.8	10.5	3.2	7.6	19.3	38.5	*		4.0	8.2	*
Union	5.7	10.0	3.0	8.3	4.6	8.1	22.7	41.9	*		6.1	11.4	*

*Less than 5% coverage either daily or Sunday.

SOURCE: Audit Bureau of Circulations

city limits.

But wanting suburban circulation is not the same as getting it. A glance at Sunday newspaper circulation—which washes out the confusions surrounding the place of sale of daily papers—shows how strong a trend the metro papers are bucking: since 1950, the *Mirror* has lost close to half its Sunday circulation; the *News*, a quarter of its Sunday sales; the *Tribune*, ditto; the *Journal*, 30 per cent. Again, only the *Times* has boosted Sunday circulation, but at the price of a painstaking and expensive suburban home delivery campaign.

Home delivery is the key to suburban circulation. It is literally impossible to cover suburbia with newsstands: there are not enough high-traffic points during the hours when newspapers are bought, especially since the decline in public transportation has reduced the importance of railroad stations to some extent.

There have been some attempts made to install vending machines in suburban areas, but these have not made a real dent in the problem. First, the machines are expensive, largely because the simple honor boxes have been found to work unsatisfactorily in the New York region. The *Times* has installed some 250 vending devices in suburban areas, which account for an average of 2,300 copies a day, and New York publishers as a group are considering a uniform design for vending units proposed by Publishers Vending Service of Minnesota.

But vending is not the best way to get circulation. The machines are not perfect, and the local wholesalers or dealers who service them are not always as assiduous as they should be. Then, too, vended newspapers don't offer the assured circulation that home-delivered copies do. People are too irregular in their habits.

Problems in Home Delivery

Home delivery is the preferred solution, but an expensive one. First of all, the so-called "little merchant" system of boys on bicycles working for themselves is not feasible. No one paper of seven can hope to put together a concentration of homes that a boy can cover in an hour and still make money. It has been estimated that a newspaper would need 25,000 boys to cover the whole New York area—and a home-delivered circulation of 1 million to support the boys. The only metro paper using the system is the *World-Telegram*—on a limited scale in Brooklyn.

The alternative to boys is men—in trucks, delivering newspapers at higher than newsstand price. These dealers are often put into business by the newspapers, and then supported by aggressive—and costly—canvassing and promotion. Of the metro dailies, the *Times* is the most aggressive. The afternoon papers, with one exception, have no penetration to speak of in the suburbs. The exception is the *Journal-American*, and that on the strength of its Sunday edition (the *Telegram* has no Sunday paper; the *Post*'s is a "weekend" edition published Saturday). The *News*, of course, with its mammoth circulation and seemingly unlimited appeal, has substantial coverage of the retail trading zone, but, as has been seen, its penetration has been declining.

In respect to the afternoon dailies, incidentally, it is clear that more copies get into the suburbs than are reported to ABC. The reason: a considerable amount of carry-home by suburban commuters. These copies are reported as having been bought in the city, although, if someone could figure out a way to keep tabs on them,

they should count as suburban circulation. An examination of the New York News' excellent "Profile of the Millions" audience studies indicates that this under-reporting is close to 70 per cent in the case of the *Journal-American*, about 50 per cent in the case of the *Post*, and a little over 10 per cent for the *World-Telegram & Sun*. Therefore, actual household penetration of the suburbs is more likely to be about 12 per cent for the *Journal* (rather than 7 per cent); over 2 per cent for the *Post* (instead of the reported 1.4); 3.5 per cent for the *Telegram* (rather than the 3 per cent reported).

The New York papers look upon themselves primarily as general newspapers; there is little real effort to zone editorial content in order to cover local suburban affairs in depth. Again, the New York News is exceptional in this respect. It has zoned editorial in conjunction with some 13 different circulation splits that it offers in an effort to cut its high line rate down to size for advertisers who don't want the complete run of 2 million-odd copies weekdays, and more than 3 million Sundays.

Competition Outside New York

In any event, it is tough for New York city dailies to compete in local coverage with some 32 other dailies and close to 300 weeklies in the area. Some of the dailies are

THE GROWTH OF SUBURBAN DAILY NEWSPAPERS

Paper	1950 Circ.	1960 Circ.	% Change
Westchester Group (9 papers)	120,252	142,156	18.2
Rockland Co. Journal News	8,092	13,505	68.8
Newsday	121,718	318,875	163.0
Hempstead Review Star	35,529	defunct	—
Staten Island Advance	39,639	49,327	27.3
Long Island Press E.	169,039	295,152	74.8
S.	194,319	374,507	93.0
Long Island Star-Journal	85,021	98,179	15.4
Hicksville Centre Island Dispatch (non ABC)	not published	5,873	—
Asbury Park Press E.	23,379	35,771	53.2
S.	19,736	34,732	76.3
Bayonne Times	14,442	14,581	1.0
Elizabeth Journal	38,621	52,917	37.1
Hackensack Record	44,189	98,806	124.0
Jersey Observer	44,652	defunct	—
Jersey City Journal	49,385	94,091	91.0
Morristown Record	9,363	16,021	72.0
Newark News E.	257,005	273,705	6.5
S.	216,910	379,749	75.4
Newark Star-Ledger M.	178,621	235,336	31.8
S.	246,284	384,722	56.0
New Brunswick Home News	27,307	42,894	56.9
Sunday Times	24,600	42,241	71.4
Passaic Herald-News	51,497	69,727	35.6
Paterson Call (non ABC)	28,920	30,988	6.9
Paterson News	36,756	52,145	42.0
Perth Amboy News	57,729	35,330	(-38.8)
Union City Hudson Dispatch	42,596	62,772	47.6

SOURCE: ABC, SRDS sworn statements.

very powerful. The *Newark News* and *Newark Star-Ledger*, big city dailies in their own right, cover Newark's home county of Essex (N. J.) to the tune of 56.4 and 41.1 per cent of households respectively. The best New York effort is the *News*' 15.4 per cent (26.5 Sunday). Farther north in New Jersey, the *Record*, which covers Bergen and Rockland counties, is enormously fat with advertising, and outsells the *News* weekdays three copies to two.

In Westchester, the nine-paper Macy group of suburban dailies covers 65 per cent of the county's households.

Long Island boasts a national publishing phenomenon—*Newsday*. Founded 20 years ago by Alicia Patterson, the daughter of the owner of the New York News, *Newsday* has grown to more than 300,000 circulation and, with 39 million lines last year, probably the No. 1 advertising carrier in U. S. newspaper journalism. The formula: a metropolitan tabloid in the suburbs, rather than an overgrown weekly. *Newsday*, 88 per cent home delivered by boys after school hours, gets into well over half the households in Nassau and Suffolk counties, maintains a business, editorial, and production staff of metropolitan size, and is considered a *must* for advertising on Long Island.

To *Newsday's* executives, only two other newspapers are considered even remotely competitive: the New York News, with about 22 per cent coverage of Nassau households, and the Long Island Press, one of the three New-house papers in the New York area. The Press, which is published in Queens county, shares the afternoon field with *Newsday*, and covers about 25 per cent of Nassau's 383,450 households.

MAGAZINES: THE PROBLEM OF PENETRATION

One of the oldest clichés in the media business is that consumer magazines do not cover the New York market adequately.

Those who hold this view usually point to the experience of advertisers of apparel and furnishings. Clothing manufacturers, who have a strong affinity for four-color print advertising, have found that the New York complex, with about 8 per cent of total U. S. households, accounts for some 15 per cent of apparel store sales. Magazines, which average between 8 and 9 per cent penetration of the market's households, clearly do not throw sufficient circulation weight against the market. To make up the difference, apparel advertisers take enormous quantities of space in the New York Times' Sunday magazine section, which ranks in the top five space carriers among magazines and supplements. Last year, the *Times Magazine* carried nearly 1,500 pages of apparel, footwear, and accessory advertising, or about 40 per cent of its total space.

Critics of magazine performance in New York also will



SPECIAL MARKET REPORT

NATIONAL MAGAZINE CIRCULATION IN THE NEW YORK AREA

	American Home 1950	1959	Better Homes & Gardens 1950	1959
City	115,860	84,352	98,203	72,269
Suburbs	130,811	177,016	126,363	201,756
Total	246,671	261,368	224,566	248,565

	Good Housekeeping 1949	1959	Ladies' Home Journal 1947	1960
City	127,798	171,949	246,201	177,004
Suburbs	120,767	214,175	173,503	249,748
Total	248,565	386,124	419,704	426,752

	McCall's 1949	1959
City	130,470	147,075
Suburbs	118,972	210,617
Total	249,442	357,692

	Life 1951	1961	Look 1950	1960
City	299,002	381,460	185,077	214,289
Suburbs	229,160	488,295	113,973	207,966
Total	528,162	869,755	299,050	422,255

	Saturday Evening Post 1947	1959	Reader's Digest 1960
City	203,903	146,030	547,961
Suburbs	148,874	205,565	529,751
Total	352,777	351,595	1,077,712

invariably refer to the *Saturday Evening Post*, which traditionally has been weak in the New York market. The *Post* still puts less than 6 per cent of its copies into the New York area.

But the thin market for the *Post* and the fat market for apparel in New York are both atypical. Actually, most large magazines put a respectable proportion of their circulations into the area, usually correlating closely with the proportion of U. S. population (8.2 per cent) assigned to the New York complex. Here are the figures for some leading magazines (bear in mind that the percentages are not necessarily 1961 figures; depending on when the publishers last made a count of circulation by counties, data may be as much as two years old): *Better Homes & Gardens*, 5.6 per cent; *Holiday*, 8.4 per cent; *Sports Illustrated*, 7.6; *Reader's Digest*, 9.1; *New Yorker*, 23.4; *Time*, 10.9; *U. S. News & World Report*, 7.0; *Newsweek*, 8.9; *Look*, 7.4; *Life*, 12.5.

Viewed from the market's standpoint, rather than from the magazines', some interesting variations in magazine coverage may be observed. Here are some examples:

- Although their national circulations are not too far apart, *Life* has double the household penetration in New York of *Look* (19.7 per cent vs. 9.4 per cent), and nearly triple that of the *Post* (7.8 per cent). *Reader's Digest*, with almost twice the circulation of *Life* nationally, just

edges it out in penetration of the 12 suburban counties of the New York complex (25.4 per cent to 23.4 per cent).

- Almost all the major magazines do a good deal better in the suburbs than in New York City in respect to household penetration. One exception: *The New Yorker*, whose penetration is 2 per cent in the suburbs, 2.5 per cent in the city (mainly in Manhattan).

- Not surprisingly, many magazines follow the newspaper pattern—loss of circulation in the central city. Among those that have suffered: *American Home*, *Better Homes & Gardens*, *Ladies' Home Journal*, *Saturday Evening Post*. The magazines are unlike the newspapers in that (except for *Saturday Evening Post*) circulation in the suburbs has more than made up the difference.

Circulation in the suburbs is every bit as important to magazine publishers as it is to newspaper publishers, and for much the same reasons. The magazines, of course, have recourse to direct mail sales and delivery by mail to solve their distribution problems in New York. But the magazines' task in selling single copies is no easier than that of the newspapers. The newsstands in the suburbs are few and far between, while magazine displays in shopping center supermarkets have proved something of a disappointment here as elsewhere in the country.

Experiment in Single-copy Sales

Life is currently conducting an interesting experiment in single copy sales in two suburbs in northern New Jersey. For the last six months, *Life* district managers have been recruiting and supervising squads of boys, who solicit and sell the publication door to door on the kind of open-end arrangement employed by the newspapers—weekly delivery as long as the customer wants the magazine, and payment on delivery. The newsstand cover price is charged. The system is designed to interest people who normally cannot be induced to subscribe, but might take a publication on such a flexible, pay-as-you-go arrangement. So far, *Life* is optimistic. In the two towns in New Jersey, plus Richmond County in New York, an average of 8,000 copies a week have been sold under this system in the last six months.

In addition, there have been some efforts by magazine wholesalers to install magazine vending machines in suburban railroad stations. One, stocking 14 magazine titles and four morning newspapers, is scheduled for installation in Westchester's Bronxville station soon. The possibilities are enormous: machines on shopping center malls, where magazine penetration is low in relation to the available pedestrian traffic; subway stations with early-closing newsstands; automatic laundries; resorts; beaches.

All in all, the publishers are interested in as much variety in magazine outlets as possible.

Markets

As a magazine publisher, you know that the New York market is a complex one. Six publishers in the New York area serve to serve the New York market.

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Market Well Served

As a market, New York is perhaps better served with magazines and supplements than any other in the country. Six publications have regional editions limited strictly to the New York-New Jersey metropolitan area, in an effort to serve advertisers who either distribute regionally or have special problems in relation to New York. They are: *Family Circle*, *News Front*, *Parents' Magazine*, *Reader's Digest*, *TV Guide*, *Woman's Day*.

As far as newspaper-distributed Sunday magazines are concerned, the list is imposing: all the nationally edited supplements are represented. *American Weekly* is in the *Journal-American*; *Family Weekly* in the *Asbury Park Press* and the *New Brunswick Home News*; *Parade* in the *Long Island Press* and *Newark Star-Ledger*; *This Week* in the *Herald-Tribune* (owned by John Hay Whitney, who also controls *This Week's* rival, *Parade*). *Suburbia Today*, a monthly supplement designed for weeklies or dailies in good metropolitan suburbs, has not done so well as it wishes in New York. It appears in a couple of lower Connecticut papers, 10 Long Island weeklies, and two New Jersey weeklies. It has so far been unable to break into Westchester, specifically the powerful Macy chain. The reason advanced: mechanical difficulties in stuffing the insert. A test is being conducted in the Macy-owned *Rockland Journal-News*.

Most big papers in New York and New Jersey publish their own color supplements on Sunday. These include: *New York News* (a member of the First Three Markets group and *Sunday*), *New York Mirror*, *New York Times*, *New York Herald Tribune* (also part of the *Sunday* group), *Newark News (Sunday)*, and *New York Journal-American* (a member of Pictorial Sunday Magazine Group).

TV: THE PROBLEM OF POWER

In 1952, when A. C. Nielsen Company published its first coverage study of television, an interesting thing could be observed: the rankings, in terms of homes tuning some time during the month, directly correlated with the channel numbers of the stations serving the New York area.* This is not surprising. Channel numbers are assigned in order of frequency; the lower the number, the lower the frequency, the greater the signal power. The low-numbered channels have a natural advantage.

In a two-station market, this advantage may be nominal, but in New York, where seven stations fight for a

share of the available business, the spread between channel 2 and channel 13 can be substantial (Los Angeles is the country's only other seven-channel market). NCS 1, which lowered the sampling bucket into the market in television's adolescence, demonstrated the difference in coverage most glaringly. Since then, as TV in New York has matured, good station management has washed out some of the effects of signal quality. For example, as the ABC television network has grown stronger, its flagship outlet in New York, channel 7, has improved its coverage to the point where it has passed channel 5.

But the difference still exists. It is difficult to get a clear picture for channels 11 and 13 in Suffolk County in eastern Long Island without a sizable roof-top antenna. To be quite fair, however, it must be pointed out that whatever demons govern the television signal plays no favorites. Despite the fact that all seven New York channels radiate their signals from a mast atop the Empire State Building, one advertising agency claims to have discovered that channel 5 has a black patch in The Bronx, where its signal should be strong.

Coverage of 17 Counties

Actually, every New York station can (and does) claim total coverage of the 17 counties in the New York-New Jersey metro areas. Virtually all television households tune every station at least once a month for a minimum of six minutes. But where the low-frequency stations have some advantage these days is in the outlying counties. Channels 2, 4, and 5 embrace a total area of more than 30 counties, reaching into Pennsylvania and the farther areas of Connecticut. When buying is done on the basis of total homes reached (and more buying these days is), rather than on ratings in the immediate metropolitan area, these stations can claim more efficiency than those higher up in the spectrum.

As a matter of fact, the question of homes reached over a broad part of the station schedule and over an extended period of time, rather than the ratings for particular time periods, is the subject of a major competitive battle among New York stations. WNEW-TV, probably the leading independent, sponsored some ingenious research that demonstrated that the traditional image of the audience to TV independents has been distorted.

It had long been thought that the independents, much of whose programing is drawn from syndication and feature-film libraries, attracted a hard core of heavy viewers rather than the broad spectrum of the population. WNEW's research revealed that virtually all TV homes in the market tuned to the station over a four-weeks' period, that frequency of tuning (measured in number of quarter-hours tuned) was respectable, and that, when

*There were some exceptions; e.g., WNTA, channel 13, then listed as WATV, did better in the New Jersey counties. It broadcast from Newark.

frequency is distributed in quintiles, the proportion of heavy to light viewers is very similar to that attracted by WCBS-TV, characterized by WNEW as the leading network outlet. Furthermore, the independent presented a demographic profile similar to that of the network flagship.

Buying Efficiency

In short, says WNEW, audience composition and viewing habits is a characteristic of the market, not the station, and buying decisions should be made on the basis of cost efficiency rather than audience composition.

In effect, CBS accepted these findings. Two recent presentations undertook to rebut WNEW directly. One concentrated on cost efficiency; the other on the premise that the audiences of the two stations, though similar in composition, are by no means composed of the same individuals. In brief, the stations are complementary, not competitive from this standpoint.

Actually, there are some differences among the audience profiles of stations in the New York market. All of them, of course, exhibit television's characteristic bias in favor of larger, younger, and lower-income families when measured against population norms; but the bias is more pronounced in some than in others.

According to Nielsen measurements, WCBS and WNBC, both strong network-operated stations, exhibit the best balanced appeal to all groups. The one exception: slight under-representation in homes with incomes of more than \$6,000 a year.

WABC, the third network outlet, and a fast-growing contender in the market, has somewhat more appeal to younger age groups, and consequently to somewhat lower income groups.

Program Formats

WNEW has a mixed programming format composed of children's shows, syndicated material, wrestling, and feature films, balanced by a good deal of station-produced public service and documentary material. A recent notable event over this station was the broadcast of the BBC-produced series of Shakespeare's cycle of history plays. In historically chronological order, the series was broadcast over the space of 15 consecutive weeks, and was sponsored by the Standard Oil Company (New Jersey). Generally, WNEW attracts younger housewives, and a good balance of large and small households. There is a good deal of under-emphasis on upper-income groups.

WOR-TV is the market's chief proponent of strip-programming, in which feature films are repeated for a full week. Participations are sold on the basis of the full strip, rather than in individual airings of feature. Here,

the pattern is younger, larger, lower-income families.

WPIX, which on weekdays is an educational outlet until 3 p.m., has a heavy schedule of children's shows, news, and syndicated shows thereafter (some of the syndicated material is of high quality: e.g., *Victory at Sea*, *Bold Journey*). The profile is bigger, younger families, and a balanced income level. The station is considered by the networks as the most competitive after WNEW.

WNTA, channel 13, is in a state of upheaval. It is currently up for sale, several groups are negotiating for its purchase, with a view to converting the outlet to educational purposes. The station has had a stormy and interesting career. It originated the celebrated "Play of the Week" and "Open End" (David Susskind, the moving force originally behind both shows, is said to be interested in purchasing the station). At one time or another, the station has aired a number of interesting personality programs, ranging from Oscar Levant to Alexander King. Its audience is comparatively small (although its share has about doubled in the last five years), but well balanced demographically. Interestingly enough, WNTA draws its major support from the ends of the viewing spectrum: the heavy viewer, and the families who use television the least.

RADIO AND TV COVERAGE

	1960 Total Homes	Per Cent Coverage	1952 Total Homes	Per Cent Coverage
TELEVISION				
City	2,280,210	94.0	1,632,850	67.3
Suburbs	1,940,490	95.5	1,157,080	78.0
Total	4,220,700	95.3	2,789,930	71.3
RADIO				
City	2,362,410	98.3	2,406,940	98.8
Suburbs	1,995,130	98.5	1,469,330	99.4
Total	4,357,540	98.3	3,876,270	99.2

Source: SRDS and A. C. Nielsen Co.

RADIO: THE PROBLEM OF DIVERSITY

In at least one medium, New York cannot claim its usual first: the number of radio stations. According to one tabulation, the New York area boasts 43 commercial radio stations (including eight exclusively FM outlets), plus whatever washes over from Trenton (N. J.) and Bridgeport (Conn.); but sprawling Los Angeles weighs in with more than double that number—92, while Chicago and the Dallas-Ft. Worth markets each have more voices on the air than New York.

Nevertheless, New York is a very big radio market. In the 17 New York and New Jersey counties generally

included in the New York metropolitan complex, there are, at latest count, 4.3 million households with radio sets, or a saturation of some 98 per cent. Small wonder, then that so many radio stations are able to thrive (and thrive they do).

The big problem, of course, is in sorting them all out. For the broad general purposes of this discussion, it is enough to say that a comparative handful swing real weight in the market. The exact order of their popularity depends, naturally, on which measuring service and which yardstick is used. But without question, whether one consults the Nielsen Coverage Study, No. 2 (on which the accompanying chart is based), Hooper, Pulse, or special tabulations devised by the stations themselves, these stations are high up on the list: WNEW (the leading independent for years), WCBS, WNBC, WABC (whose call letters proclaim their network ownership), and WOR (Mutual's outlet in New York), represent traditional radio in New York.

The formula varies considerably, but usually contains substantial helpings of news and special events, which fluctuate as to quality and quantity; heavy concentration on personalities, ranging from nationally known figures such as Godfrey, Moore, and John Gambling on the network outlets, to local celebrities (e.g., Klavan & Finch, William B. Williams) on WNEW. There is a sprinkling of husband-and-wife chatter shows, a heavy dose of news commentators and analysts, a fair amount of local public service information, and a generous helping of unexceptionable music to fill in the spaces.

Also in the top group are three stations with a top-forty, rock-and-roll flavor: WINS, WMCA, and WMGM. The powerful Storer group has purchased WINS, pending FCC approval.

A distinctly unusual station, whose programing format and commercial policies have brought it a lot of publicity and a large helping of success is WPAT. The formula is music, sweet, non-abrasive, easy to listen to. There is no talk, no breaks between selections, no introductions. The music is cleverly segued into a syrup smooth unit, unbroken by commercials except at 15-minute intervals. News is on the half-hour and, like the music, is quiet. Since 1954 WPAT has changed from a struggling newspaper-owned outlet in Paterson, New Jersey (still its city of license) into a suave organization with 85 per cent of its business from blue-chip national and regional accounts. It has been purchased (pending FCC approval) by Capital City Broadcasting for over \$5 million. The owner, Dickens J. Wright, will remain with the station as general manager.

Somewhat to the right of WPAT in the musical spectrum are a group of some seven good music stations, mainly broadcasting in the FM band. Probably the most successful is WQXR, which simulcasts AM and FM, and is owned by the New York Times. New York is a prime

market for the classical music format, and WQXR has a substantial following in the area.

Negro and Foreign-language Stations

New York is also one of the major centers for foreign-language and Negro radio stations. There are five foreign-language stations in the area, ranging from WHOM, which broadcasts mostly Spanish programs for New York's growing Puerto Rican population, to WEVD, the bulk of whose programing is in Yiddish.

WLIB is one of the most successful Negro stations in the market (WADO and WWRL both offer Negro shows). WLIB, which claims to be sold out commercially, caters to a Negro population of some 1.5 million, concentrated in Harlem, Brooklyn, Queens, and Newark, where it competes directly with WNJR, a Newark-based Negro station.

Urban New York is ringed with a series of small suburban radio stations, most of which are daytimers with an effective radiated power of 1,000 watts or fewer. Since it has been estimated that a station needs at least 5,000 watts to cover the New York complex,* these operations are necessarily local in their impact.

An exception to the low-power rule is WHLI, which puts out 10,000 watts from Hempstead, Long Island, and covers suburban Nassau and Suffolk counties like a blanket. Founded in 1947 as a small daytimer, WHLI has risen like a cork on the tremendous population tide that engulfed Long Island in the post-war years. The station's policy is good, standard popular and semi-classical music, coupled with strong public service and local news coverage. Its advertising these days is about 85 per cent national or regional.

The remaining stations on Long Island are rather a mixed bag of local operations. The current growth of Suffolk county population is reflected in radio activity: three of the four stations in the county went on the air since 1957; all are located on the south shore of the island, where the big New York powerhouse signals begin to fade. Interestingly enough, one of the Suffolk stations uses a programing format very similar to that of WNEW, just beyond that giant's broadcasting boundaries.

Newspaper's Radio Network

One of the most interesting developments in the suburbs is the *Herald Tribune* Radio Network, which was put together two years ago by the Whitney interests, the owners of the New York *Herald Tribune* and *Parade*. The group consists of four stations, three of which are in the

*WLIB gets by with 1,000 watts, but its Negro market is fairly concentrated.



suburban area: WVIP and WVOX in Westchester, WFYI on Long Island. The three are the most self-consciously "suburban" stations in the market, although the 10,000-watt Long Island outlet, at least, is becoming aware that the label generally connotes appeal to a commuting population, and that about three-quarters of Long Island's working population has no job tie with the city. The three stations are very strong on local news and features, which vary according to the area (e.g., boating news on Long Island, school sports in Westchester). There is some interchange in programming among the three, especially music and newscasts. The group's management is also alive to the possibilities of the stations as vehicles for promoting the *Herald Tribune's* all-important suburban circulation, but few decisions have been made on this, pending the growth of the stations' own audiences, and a settlement of the *Tribune's* direction as a newspaper.

OUTDOOR: THE PROBLEM OF DEFINITION

Unlike most media in New York, the members of the outdoor industry are not—with few exceptions—competing for the same audiences. By and large, each plant has its own well-defined area. Only in Manhattan and Westchester County is there anything like overlapping of coverage.*

But, as in approximately 300 other cities in the U. S., several outdoor companies compete within the market. In New York, as usual, the competition is rather more intense than elsewhere; 11 outdoor plants split the market among them.

The competition, however, takes a peculiar form: the plants' efforts are directed toward convincing the advertiser that New York is not New York, but a collection of more or less discrete and self-contained markets. This contention of course has a good deal of truth to it, but probably not so much as its proponents claim.

In any event, outdoor in New York is sold in bits and pieces. Even mammoth General Outdoor, whose New York divisions control vast areas of the market, employs these tactics. A buyer who sits through a presentation at GOA's New York office would come away unaware that GOA sells locations in most of Long Island, Westchester, and southern Connecticut. What's more—if the buyer is especially impressionable—he would be convinced that these areas are not especially important when stacked against the weight of the big counties within New York City's corporate limits.

*General Outdoor, Disosway and Fisher, and A. H. Villepigue compete in posters in Manhattan; Disosway and United Advertising do the same in paint; General Outdoor has competition in Westchester from independent operators in Yonkers and Mount Vernon.

"Market Four" Concept

Similarly, O'Mealia Advertising and United Advertising, which dovetail their coverage of the populous and fast-growing northern New Jersey counties that ring New York on the west, cooperate in promoting the so-called "Market Four" concept. This is comprised of the eight counties that make up the New Jersey component of the New York-Northeastern New Jersey Standard Consolidated Area (new Bureau of the Budget designation), and includes three newly defined standard metropolitan statistical areas: Jersey City (Hudson County); Newark (Essex, Morris, Union Counties); and Paterson-Clifton-Passaic (Passaic, Bergen Counties); plus Middlesex and Somerset Counties, which are adjacent on the south. The aim of United and O'Mealia is to split this area off from the larger context of New York, and to give the urban and suburban complex of northeastern New Jersey somewhat more of an identity than it has had traditionally.

There is a good deal of justification for this. For example, of approximately 1.25 million workers residing in the eight-county area, only some 150,000 commute to New York City (nearly half from Bergen County). Fewer than half that number commute from New York to the Jersey region. The bulk of the circulation of traffic by wage earners is within counties or between counties within the state.

Long Island Market Definition

On Long Island, there is a similar movement on the part of local media and local business groups to define Nassau and Suffolk Counties—which have experienced fantastic growth in the last decade—as a separate marketing entity (in this case, the country's fifth largest market). Administratively, the Long Islanders have a weaker case than the Jerseyans. The New Jersey segment of the New York complex at least has official recognition in the form of metro area designations. Long Island, on the other hand, has no standing in this respect. There is no central city large enough to qualify as the hub of a metro area. Such an entity as Hempstead Township—which boasts a population of close to three-quarters of a million—is a statistical illusion. Hempstead is a large administrative unit composed of numbers of villages, each with its own identity. The extent to which local leaders recognize their problem is indicated by a recent suggestion that Levittown, the vast tract development laid out and erected in Hempstead Township in the early postwar years, be incorporated and designated the region's central city. Anyone who has ever seen Levittown will realize why this proposal was greeted with a good deal of wry mirth.

Perhaps it is just as well that the outdoor operators

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Outdoor

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have disjointed the New York market. As a unit, it is almost too large to be manageable. To cover the whole thing with a Number 100 showing requires 755 separate panels (416 illuminated, 339 unilluminated); effective daily circulation: nearly 11 million. There is an average of between 15 and 16 No. 100 shows available in the market, ranging from 20.6 in Newark (72 panels), down to 9.9 in Rockland County (16 panels).

Outdoor Circulation Rises

Outdoor circulation itself in the market has risen, as may be expected, as a reflection of the population changes that have occurred, together with the changing patterns of auto traffic. It is difficult to get exact comparisons of 1960 and, say, 1950, because the Traffic Audit Bureau's audits have been made at different times (plant operators also have the option of withholding publication of data if they wish). Generally, however, Queens and Long Island have recorded sharp increases, New Jersey more moderate but still large increases (especially outlying counties such as Morris, which are in the process of large-scale development). Westchester, a more settled area, shows a spotty picture of increases or actual declines. Circulation in Brooklyn has fallen off; Manhattan and the Bronx have increased.

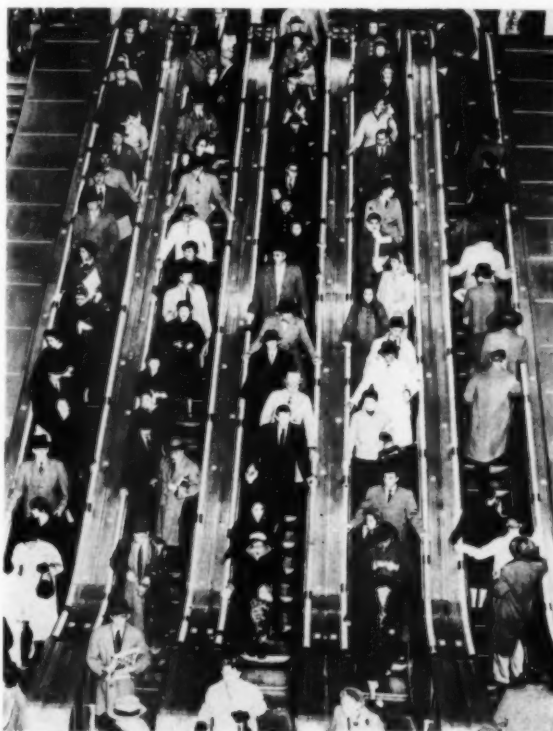
All over the market, there has been a strong trend toward illuminated panels and away from unilluminated boards, and a gradual contraction of the number of 100 showings available, together with an increase in the number of panels per showing. In short, as the market has grown, it takes more panels to cover it. Since the number of good locations in the New York area is limited, this means fewer showings.

TRANSIT: THE PROBLEM OF MULTIPLICITY

In transit advertising, as in most other matters, New York is unique. First, of course, is the sheer size of it. The New York-New Jersey metropolitan complex supports some 20,000 public transit vehicles, perhaps one-quarter of all such vehicles in the U. S., which generate an average circulation for transit advertising of some 317 million rides a month. For an advertiser to take full advantage of all this requires the maintenance of more than 33,000 car cards, and a monthly expenditure of more than \$18,000 (on a year's contract).

But size is hardly the crux of the transportation advertising picture in New York. There are many markets in the U. S. that have the potential to wax large; but it is unlikely that any market will grow to be so complex. Most

transit markets offer mass transportation exposure run by one or two companies, and represented by one advertising agent. The exceptions (e.g., Chicago, Washington) are generally not troublesome. But New York mass transit is operated by some 95 separate operators—ranging from such mammoths as the Pennsylvania Railroad and the New York City Transit Authority, down to small operators that ply two buses over short runs. What's more, there are at least 11 transit advertising companies representing them. As one observer puts it: "The situation is chaotic; independent operators keep sniping at each other's leases."



NEW JERSEY COMMUTERS arrive at Port Authority Bus Terminal in New York. This main bank of motor stairs has been enlarged since photo. Terminal is said to be used by 130,000 travelers each weekday.

New York Subways

By far the biggest—and most prestigious—transit medium in the area is New York Subways Advertising, which holds the franchise for the New York City subway system, as well as some 400 city-owned buses in Brooklyn. New York Subways controls a monthly circulation of better than 170 million, well over half the metro area total, and garners a sizable share of whatever national and regional advertising is placed in transportation advertising in the region (it has been estimated that local adver-



tising accounts for from 60 to 80 per cent of the total).

Some years ago, four other agents combined to form the Greater New York Surface Group, in an effort to bring some order into the tangled rate and route situation, and to muster respectable circulation figures to combat New York Subways' dominance. The four include Fifth Avenue



WESTCHESTER AND CONNECTICUT commuters take trains from this and a lower level of Grand Central Station.



PLENTY OF PEOPLE are left in New York City on a weekend when commuters are gone. This is a typical summer Sunday at Coney Island.

Bus Advertising, which represents, among others, the Fifth Avenue Coach Lines, a major carrier and a tourist attraction despite the demise of the famous open-air double-decker buses. Fifth Avenue has been called the most sold-out transit advertising location in the country.

There is also Transportation Displays, Inc., an enterprising firm that sells car cards in all the suburban commuter railroads and ferries, as well as posters and displays in train, bus, and air terminals, and in suburban train stations; also, Nation-Wide Bus Advertising, which sells a string of bus routes in Queens, Nassau, and Suffolk counties on Long Island, Westchester, and Rockland counties north of the city, and five urban and suburban counties in northern New Jersey; Public Service Coordinated Transport, the biggest bus company in New Jersey, whose 1,800-odd buses serve 10 counties in that state. Nation-Wide acts as national sales agent for the group, which offers a 5 per cent discount for a group buy.

In addition to the Surface Group, there is the Hudson tube subway system connecting New Jersey and New York; the insides of taxicabs; the *outsides* of New York City-owned buses; buses on Staten Island and some in Manhattan; a group of bus lines in suburban Connecticut; and a whole complex of bus lines in New York City, Westchester, and Long Island. Each of these entities or groups is represented by a different advertising company.

Size of the Audience

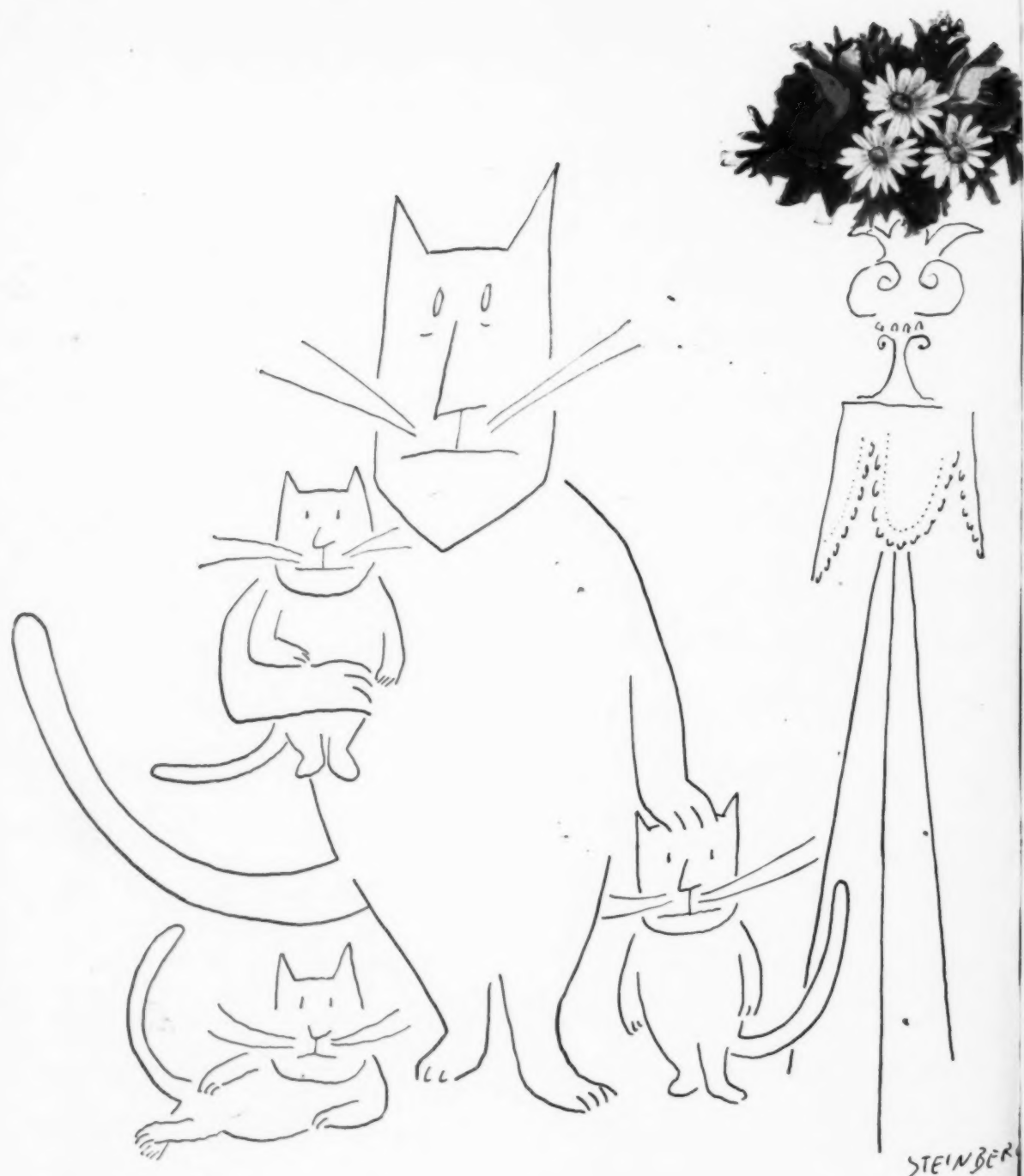
It is difficult to estimate the change in the size of the transportation advertising audience in the New York area, because of the combining and recombining of transit operations into different representative groups over the last decade. But there is some evidence that the inevitable erosion of mass transit facilities and the increasing problem of private automobile traffic that is characteristic of nearly all urban complexes is at work in New York to reduce the transit advertising audience. New York Subways' monthly circulation, for example, declined from 201.7 million in 1950 to 164.8 million in 1960 (although the New York City Transit Authority reported a mysterious and substantial gain in subway traffic during the last nine months). Similarly, Nation-Wide Advertising's Long Island monthly circulation declined from 18.9 million to 16.3 million during the same period, while the Long Island Railroad reports a decline of nearly 4,000 in commuter traffic into New York City terminals, despite a phenomenal gain in population in Long Island during the decade. The Port Authority Bus Terminal, which dispatches some 3,000 buses to suburban points in New Jersey during a business day, has been able to muster an increase in average monthly transit poster circulation of only 700,000 in a decade.

The seven leading magazines and how they have grown:

	1961 Circulation Base	1959 Circulation Base (as of Dec.)	Gain	% Gain
McCall's	7,000,000 (eff. 10/1/61)	5,200,000	+1,800,000	+34.6%
Ladies' Home Journal	7,000,000 (eff. 10/1/61)	5,500,000	+1,500,000	+27.3
Life	6,700,000 (eff. 1/6/61)	6,000,000	+ 700,000	+11.7
Look	6,500,000 (eff. 7/18/61)	5,550,000	+ 950,000	+17.1
Saturday Evening Post	6,500,000 (eff. 2/11/61)	6,000,000	+ 500,000	+ 8.3
Reader's Digest	12,500,000 (eff. 3/1/61)	11,750,000	+ 750,000	+ 6.4
TV Guide	7,250,000 (eff. 10/24/60)	7,250,000	No Change	No Change

McCall's

FIRST MAGAZINE FOR WOMEN FIRST IN ADVERTISING FIRST IN CIRCULATION



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The New Yorker creates

"'This isn't a magazine. It's a movement.' A movement for what? For wit, sincerity, good grammar, careful punctuation, absence of false sentiment

and muddled thinking. All of them worthy and important causes . . ." *The Evening Chronicle, Manchester, England.*



